

## Business Applications

### High Volume Acceleration Workshops

Cloud adoption, the recent pandemic and changing buying behavior have disrupted the traditional customer acquisition process. Demand for cloud-based Dynamics 365 solutions is growing exponentially, but few partners have adequately adjusted the way they position, differentiate, package, price, sell and market their new solutions. The SMB market consists of more than 78 million (IDC) businesses. Capitalizing on this cloud market opportunity requires providing new offerings and targeted solutions in response to a new set of buyer needs and expectations. Domain expertise, in addition to rapid deployment, shorter time to value and less project risk for customers is replacing functional breadth as the new differentiators. Cloud prospects want choice, to get up and running quickly, to pay as they go, and for the solution to meet their unique industry specific needs, out of the box. No small order!

Most traditional Dynamics partners have been predominantly services focused and heavily custom project based, focusing on maximizing utilization rates and using time and materials-based pricing models. They often struggle to scale their business and drive higher volume and are often overly dependent on referral-based business for growth. This workshop and program is designed to move further along the road to repeatability and include not just sales and marketing, but delivery. The aim is to help you gain a competitive advantage in the market, lower buyer resistance and risk by providing outcome or fixed priced packages and offers, accelerate customer time to value an accelerated sales cycle, lower costs of customer acquisition, monetize and bring new power apps to market, achieve a higher close rate but also drive consumption and usage long term. Moving to a high-volume, true SaaS business model requires more than an investment in new cloud solutions and IP, and simply making your offerings available on AppSource. It demands re-thinking how we sell, market, package, price and deliver solutions and services. Taking a more repeatable and recurring revenue focused approach will allow you to scale, have more consistent recurring revenue, accelerate new cloud customer ads, and reduce sales costs, thereby driving both increased revenue and margins. Focus can also be placed on driving scale through partnerships (P2P) and attaining more market share in the SMB space, faster.

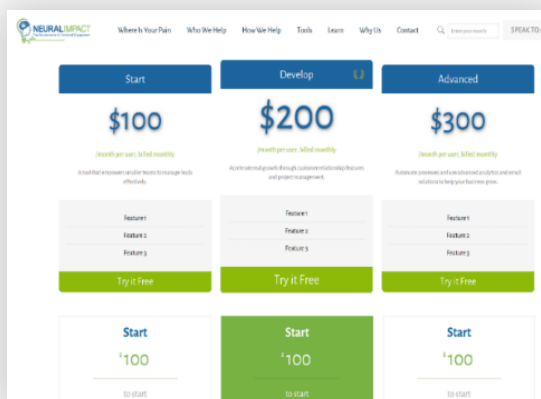
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## Target Program Outcomes

This program is designed to achieve the following outcomes:

- ✓ Increase the number of Dynamics partners capable of driving a high-volume P2P co-sell strategy, which enables Microsoft to better compete in the SMB/SMC business applications market.
- ✓ Drive FY24 CSP revenue by helping you scale, expand into new markets and accelerate customer acquisition.
- ✓ Shorten sales cycles through repeatability and packaged industry offers.
- ✓ Accelerate new solution time-to-market.
- ✓ Deploy projects more efficiently, at a lower cost, with higher margins.
- ✓ Shift from a predominantly one-time project services revenue model to a subscription-based services model.
- ✓ Define a compelling and defensible value proposition and competitive differentiation.
- ✓ Build digital assets that enable remote selling and facilitate an accelerated sales cycle.
- ✓ Lower customer acquisition costs.
- ✓ Provide a standardized methodology for you to develop, monetize and bring new offerings and Power Apps to market.
- ✓ Improve financial resilience through economic contractions by increasing recurring revenue vs project revenue.
- ✓ Improve GTM effectiveness and marketing campaign conversion rates.
- ✓ Leverage digital marketing to increase pipelines and conversion and move away from dependence on traditional marketing and referrals to drive growth.
- ✓ Increase lead volume.
- ✓ Increase ability to scale with technical resource constraints by defining a repeatable, accelerated delivery model.
- ✓ Anchor new offer development in FY24 Dynamics sales plays.



## Key Program Participants & Stakeholder Involvement

Creating and successfully bringing new apps and solutions to market, changing how you sell, market and deliver value requires more than just having a discussion with the sales or marketing team. Shifting away from a traditional services business model and time and materials-based pricing is a high-level strategic transformation that affects all areas of the business including sales, marketing, product development and professional services. Accelerating your sales cycle, leveraging marketing to lower costs of customers acquisition and driving margins on outcome-based services requires all departments to buy in and contribute in order to ensure success.

The following stakeholders should be involved in this workshop and process:

- Key leadership team members representing each of the core functional areas of the business or leading the Dynamics practice area: i.e., CEO, CFO, Managing Director, VP Sales, VP Marketing, GM, VP Professional Services, VP R&D (responsible for driving organizational change, setting strategy/direction and allocating sales, marketing and delivery resources.)
- Professional services team members: project management, delivery team, customer success (understand customer needs, internal deployment processes and service offerings).
- Cloud practice leads.
- Product management (own product and go to market strategy, drive development priorities).
- Sales leadership (defines sales strategy, understand cost of customer acquisition, own proposals and estimating).
- Marketing leadership (responsible for global marketing strategy, digital strategy, website and messaging)
- Supporting marketing team members (website owner and others as appropriate).

## Workshop Facilitators



**Angie Hirata**

Growth Strategist

Angie Hirata is a Senior... at Neural Impact and has over 20 years expertise in marketing and selling SaaS software solutions. She leverages her unique range of experience spanning the customer lifecycle in marketing, sales, and customer success to help Microsoft reseller and ISV partners around the world drive and convert more leads and close more deals. She helps partners apply neuroscience to optimize their messaging, lead generation, marketplace listings, and marketing strategy to accelerate SaaS customer acquisition and recurring revenue. Angie has led marketing and sales teams at ActiveState, Hewlett Packard Enterprise, JustSystems, and Maximizer CRM to drive strategic growth resulting in two exits.



### Enzo DiMichele

Chief Sales Strategist

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Focused on your buyers? Enzo is focused on understanding our buyers and sellers, with more than 25 years global experience as a business and sales leader in consulting and technology. He works with both individuals and organizations to better understand and address complex business challenges, and develop sustainable sales strategies for near term and long term results. His specialties include sales leadership and talent development, assessing and developing sales leadership growth strategies, re-engineering sales processes to increase profit margins, and creating operational efficiencies that focus on customer insights. Enzo was Director of Business Development at Fullscope, National Sales Director for BDO Canada, Director of North American Field Sales for Sage, and GM & Sales Director at Nextec, a national consulting firm, specializing in cloud and on prem ERP, CRM and BI solutions for mid sized business.



### Joe DeHaai

Chief Sales Strategist

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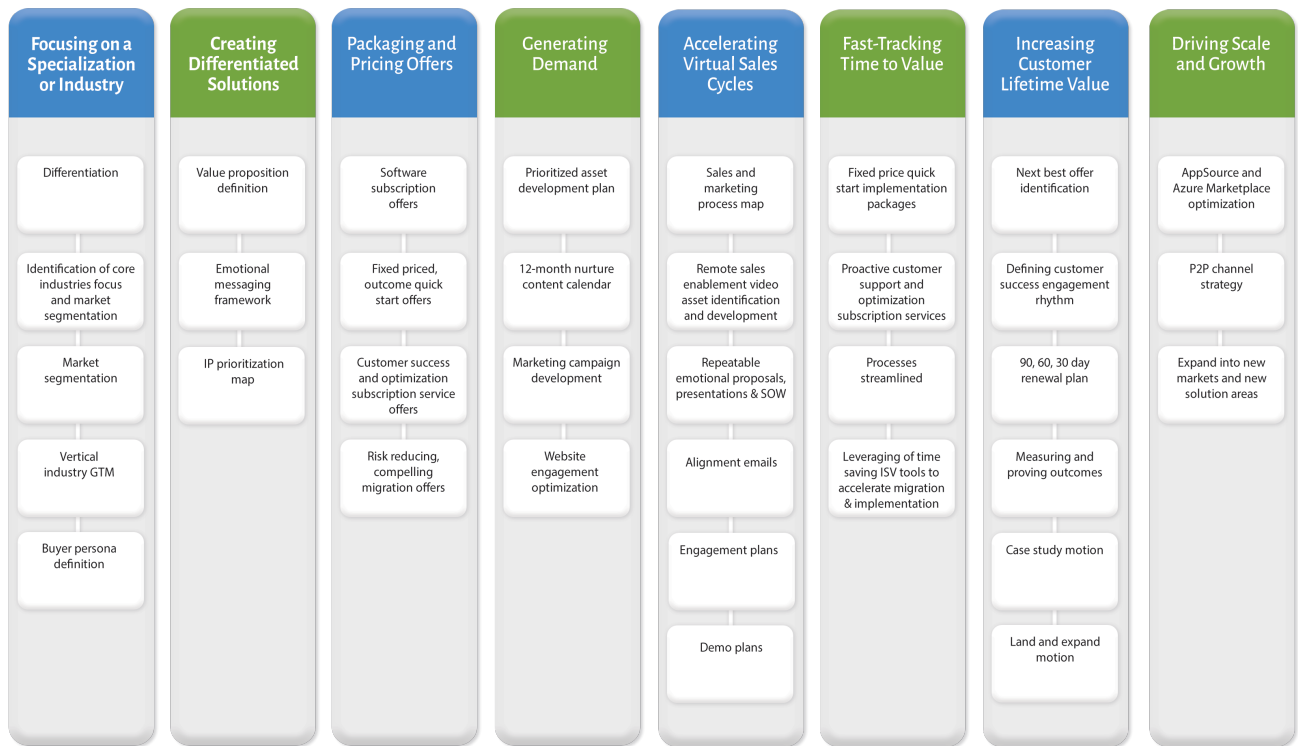
Throughout his career, Joe has used his unique skillset, knowledge and experience to coach and develop sellers. He has a passion for helping salespeople develop winning deal strategies to maximize their potential. Under his leadership at RSM, the Biz Apps sales team went under a big transformation which fueled significant growth – going from 4 sellers with \$15M in revenue to 32 sellers with a combined quota of \$185M. This resulted from a complete overhaul in sales approach – moving from classic feature/functions ERP selling to one strongly focused on industry, leveraging concepts taught by Neural Impact. It's therefore fitting that he's part of the Neural team: as someone who has experienced the game-changing impact that applying neuroscience to sales, marketing & project delivery can have.

# Your choice of Three Core Capability Focus Areas

The workshop and program are designed to help you build the following key capabilities needed to drive a high-volume SMB/SMC motion. Please set aside 2-3 hours with your team prior to the workshop to benchmark and assess your current customer acquisition capabilities and see how you are doing in relation to other Microsoft partners in the ecosystem. Begin by downloading and printing the PDF checklist to help you track down the data you need before you begin the online assessment. See <https://neuralimpact.ca/customeracquisition/>. This will help you identify which capabilities are currently strong vs which ones we can focus on helping you optimize and develop further during the workshop and our time together.

Choose Which Capabilities you would like to focus workshops on:

## High Volume Capability Framework



# Investment

This is a \$10,000 US program. You will be invoiced directly by Neural Impact. If you have coop funding available you may choose to apply for funding after payment to Neural Impact. We are happy to provide proof of execution.

## Preparation and Input Needed Prior to the First Workshop

Please email the following to your facilitator prior to the workshop date. This will allow us to get up to speed quickly and will maximize the value of the time we have together. Email to one of: [marcie@neuralimpact.ca](mailto:marcie@neuralimpact.ca), or [emily@neuralimpact.ca](mailto:emily@neuralimpact.ca). Please provide the following via email, or upload to the TEAMS site we will create for you and this program. Or if easier, simply fill out the briefing PowerPoint deck we will provide to facilitate capturing the key information we need to prepare.

- Corporate overview Pwpt
- Run a report of revenue by industry and number of customers by industry (or identify the top 3 SMB verticals you want to prioritize targeting).
- Provide links to any offers you have on AppSource or the Azure marketplace.
- Identify one product area to focus on accelerating – Dynamics Sales, Business Central or industry specific power app.
- URL link to top 2 competitors.
- Any sample marketing campaign assets or landing page URL links or sales video(s) – best and worst performing.
- Any strategy summary docs that you think would be relevant – i.e., mrktg plan, creative brief, persona work completed etc.
- Offer Development/Pricing input:
  - Current price/services price list or rate card
  - Any fixed price or outcome based offers you already offer today
  - 3 sample proposals/quotes including a large deal, typical and small.
  - Project/engagement average total actual vs lapsed days for small, medium, big client
  - Average revenue per customer across your base
  - Average number of users per customer across customer base
  - Average gross margin across all services today
- Any other documents that you think might be helpful or relevant
- Please also provide Neural Impact access to your Google Analytics account, then we can pull your data and let you know how you are performing compared to other Microsoft partners in terms of traffic, engagement, etc.
  - Simply go to your Google Analytics account and following these instructions:*
    1. Select your primary web property (e.g. <https://www.yoursite.com>).
    2. Select "Admin" from the top/main navigation.
    3. Under the "View" section (far right column), select "User Management".
    4. Finally, add permissions for: [engage@neuralimpact.ca](mailto:engage@neuralimpact.ca)

Please note we will ask your team to all please have their **VIDEO ON** during the workshop so we can engage more fully and whiteboard more easily together.

## SAMPLE Workshop Agenda

### High Volume Acceleration

	Topic	Key Discussion Points
3:00-3:30	Introduction, Objectives	<ul style="list-style-type: none"> <li>Workshop objectives</li> </ul>
3:30-4:00	Changing Buyer Behaviour & COVID Pivots	<ul style="list-style-type: none"> <li>Aligning to the needs of the digital buyer</li> <li>Aligning to a COVID world</li> </ul>
4:00-4:30	Current State	<ul style="list-style-type: none"> <li>Lessons learned along the journey to repeatability: review of what has worked well, what has not</li> <li>Current challenges impeding scale</li> </ul>
Break 4:30-4:45		
4:45-5:30	Market Segmentation, Specialization and focus	<ul style="list-style-type: none"> <li>Identification of core industry focus</li> <li>Market segmentation</li> <li>Vertical go to market strategy</li> </ul>
5:30-6:15	Delivering High Value Differentiated Solutions	<ul style="list-style-type: none"> <li>Value proposition definition</li> <li>Emotional messaging framework</li> <li>IP prioritization map – Power Apps</li> </ul>
Break 6:15-6:30		
6:30-7:15	Accelerating the Sales Cycle with Packaged Offers and Fixed Priced Outcomes	<ul style="list-style-type: none"> <li>Development of 3 software subscription offers</li> <li>3 customer success subscription service offers</li> <li>Fixed time and scope implementations</li> <li>Fixed migration offers</li> </ul>
7:15-7:30	Next Steps	<ul style="list-style-type: none"> <li>Key take aways</li> <li>Next steps</li> <li>Day 2 agenda</li> </ul>

# High Volume Acceleration Workshop

## SAMPLE Agenda

	Topic	Key Discussion Points
3:00-4:00	Review of first Draft of your Offers for Business	<ul style="list-style-type: none"> <li>Review your first drafts and bundles</li> </ul>
4:00-5:00	Giving Prospects Control - Persona Buying Journey Mapping	<ul style="list-style-type: none"> <li>Why/How/What persona development</li> <li>Customer empathy maps</li> <li>Implementing an online buying journey\</li> <li>Aligning marketing assets and mediums to buyer need and consumption behaviour</li> </ul>
Break 5:00-5:15		
5:15-6:15	Generating Demand	<ul style="list-style-type: none"> <li>Prioritized asset development plan</li> <li>Buyer Personas</li> <li>12-month nurture content calendar</li> <li>Marketing campaign development</li> <li>Website engagement optimization</li> </ul>
6:15-7:00	Accelerate Sales Cycle	<ul style="list-style-type: none"> <li>Sales and marketing process map</li> <li>Remote sales enablement video asset identification and development</li> <li>Repeatable emotional proposal, presentation &amp; SOW</li> <li>Sales enablement: Alignment emails, engagement plans, demo plans</li> </ul>
7:00-7:30	Next Steps	<ul style="list-style-type: none"> <li>Key take aways</li> <li>Deep dive choice (sales vs mrktg)</li> <li>Target outcomes for feedback</li> </ul>