

# Skaled Customer Story:

## Transforming Microsoft's Go-To-Market Strategy to Increase Sales

**Microsoft has been a dominant player** in software, services and personal computing for over 40 years and continues to shape the market with its state-of-the-art solutions. With more than 400 offices worldwide, Microsoft's goal is to help people and business around the world realize their full potential.

One of Microsoft's essential business units focuses on the **Internet of Things (IoT)**. In partnership with leading Systems Integrators, Microsoft deploys IoT-based solutions to innovative organizations across the world. Microsoft's IoT solutions allow organizations to digitize physical elements of their business; from how they operate internally, to how they service clients and products.

Using this new-found business intelligence, Microsoft's clients set themselves apart by increasing operational speed and efficiency. In many cases, they **transform their entire business model** to realize improved growth capabilities.



### With Skaled, Microsoft was able to:

- Identify the 4 rules for success when selling an IoT-based solution
- Train 500 top IoT-focused partners globally
- Restructure and create more effective Go-To-Market and sales strategies
- Identify and speak to the real buyers

# THE SALES CHALLENGE

IoT is new and exciting, and while some companies understand the value of digitizing their physical assets many do not understand how IoT can be a business transformative solution for them. As a result, companies want to explore Microsoft's IoT Central platform in hopes that the solution will emerge once they started testing the technology.

IoT is a broad and technical concept; for some companies IoT represents an opportunity to shift their business model “from selling airplane engines to vertical movement” while for others it is a way to differentiate themselves in a crowded market.

Even though the business applications are seemingly limitless, many companies remain in the dark with how to use them. As a result, they continue to perceive IoT as a solution geared towards “modernizing infrastructure” with no real ties to their specific business needs.

Microsoft's partner ecosystem was seeing this first hand. Although IoT Systems Integration Partners attracted plenty of interest from *enterprise* and *mid-market* organizations, they were not seeing many businesses move past the proof of concept phase of consideration. On average, prospective clients spent months to years “testing the technology” with lower than expected conversion to production.



# SKALED'S SOLUTION

**The challenge stems from the way we sell.** Even more so when selling a highly technical or complex solution that is not entirely understood by many businesses. Long Proof of Concepts (POCs) and low conversions are rarely an actual product issue, especially when you're Microsoft.

**Skaled's first step** was to meet with Microsoft's top IoT partners globally to understand what they were doing to effectively implement solutions with some of the greatest companies in the world.

From these conversations, we pinpointed four common rules for success when selling an IoT-based solution. ***These rules validated the theory that the core challenge was how we were selling instead of what we were selling along with the market's maturity.***

## **SKALED's four common rules for success with IoT Solutions:**

1. *We partner Line of Business (LOB) Leaders, then IT*
2. *Our solutions are business-centric*
3. *We define ROI and potential business impact pre-POC*
4. *Our sales team is strategic, not technical*



# THE RESULTS

Skaled began developing a **large-scale training program** for Microsoft's top 500 IoT-focused partners globally. The program was then deployed in each market by our CEO Jake Dunlap and Partner Matt Lopez. The objective was to partner with the top Sales and Technical Leaders of each company and define how they would structure their IoT Go-To-Market and sales strategies to be more effective.

*"Skaled helped us refine our GTM strategy for our Microsoft IoT Central business. As a result, we were able to level-up our top tier partners globally."*

*- Rahul Garg, Senior Program Manager  
(Azure IoT Engineering)*

Furthermore, our workshops demonstrated how to identify and speak to the real buyer, whether it was a CEO in Gaming, VP of Product in Consumer Electronics, or a COO in Manufacturing. **The workshops focused on how to sell a proof of value centered on anything from creating an additional revenue stream to delighting customers with a new service model.** Lastly we were able to remove the barriers in the sales process so partners could avoid getting stuck in the never-ending trap of "proving that the technology works" in order to significantly reduce the duration of the POC process and increase conversion rates to production.

Our workshops changed the way Sales and Technical Leaders think about the Sales role today. At Skaled, **we firmly believe the Sales function is evolving rapidly**, and to be a valuable and effective part of the process, you must be a solutions-oriented business expert able to bring clarity to otherwise gray areas.

Following this engagement, Microsoft brought Skaled back to work with their internal sales organization as they continue to become a leader in Technology with their dedicated approach to modern sales.



# ABOUT SKALED

SKALED is a modern sales-consulting firm that helps companies increase the efficiency and effectiveness of their sales organization with the use of sales technology.

Skaled helps today's leading companies implement best in class sales and marketing technology to transform client and customer generation into repeatable, short-term and long-term strategies.

Our sales tech experts serve as a team extension to tackle and solve people and process challenges with technology. We generate double digit revenue growth for our clients while creating a healthier and more profitable sales and marketing organization in the process.

We work with you to create a customized approach that will optimize your sales process, people, and technology leading to accelerated business growth.

Visit [www.Skaled.com](http://www.Skaled.com) to find out more or reach out to [Info@Skaled.com](mailto:Info@Skaled.com)

