



No one can underestimate The Cloud and the effect it will have on IT, business, and the world at large. If you're in IT it's like a train coming down the tracks. If you have looked at this in any depth then you know that one of the key changes is how you go to market. Finding, Retaining and Growing customers is now completely different.

At Denave we specialise in Cloud Selling. Cloud is global, multi-regional and multilingual. It requires sophisticated and technologically aware agents who speak the local language like a native.

That is Denave.

Denave adopts a three stage approach, Find, Retain & Grow, to Cloud Sales. This, combined with our legacy of inside selling and marketing excellence make us a world leader in Cloud selling.

The 3-Stage Process

Find

DATA

Inbound Digital from Client

Inbound Digital from Denave

Sourced via Denave's DataBuild solution

Data is always volatile and clearly the quality of data that goes into any campaign will define its outcome. All our campaigns, Cloud or not, will always have a data cleansing element. With Cloud however there are new buyers both in Line of Business and Technology which makes this process even more important.

Digital Marketing now plays an increasingly important role with the buyer's journey being up to two thirds complete before contact in some cases. However unless the solution is a simple self-service one, a degree of outbound activity will be required to make it easier and more likely that the prospect will buy.

We make sure we can achieve a balance with our inbound and outbound activities – passively waiting for buyers isn't usually enough. We will combine client and Denave marketing data with our own to give agents the best start to a campaign.

CONTACT

Well-trained agents with the appropriate skill level

In a Cloud model, propositions are often complex, not necessarily to use or deploy but often in function. As per all outbound, the first pitch is key and it is essential that the agent is well-trained, particularly for complex propositions.

For our SaaS campaigns our agents train from 2-11 weeks and then will continually refresh their knowledge through company briefings and research. Cloud is moving quickly and understanding the marketplace as it shifts is key to success.

We operate a 4-level agent programme to ensure that the agent skill level is deployed (and charged for) correctly. Often an agent will only need a few years' experience to open a simple SaaS dialogue, however for complex propositions and for inside selling we use the more experienced.

Upsell to subscriptions for simpler solutions and for more complex move to three-way handover

Retain

Depending on the complexity and value of the proposition, an agent will work with the prospect to explain the product and its value with a view to moving them towards a subscription or a meeting.

As per on-prem models, cost of sale matters, so a Cloud proposition's price needs to match how much effort it takes to convert to sale – at the lower end Retaining is about moving prospects to a subscription whereas at the higher end it is about moving them towards a meeting.

Continuous contact and customer support to increase product awareness.

Grow

Increase stickiness and upsell to more advanced versions as well cross sell to other offerings.

Growing Cloud subscriptions takes a high touch rate, continuously improving product features as well as strong support for end-users. This is because the nature of Cloud dramatically levels the playing field – not only is it much easier to take SaaS products to market thus increasing competition, it is much easier for prospects and clients to move from their current product. On-prem is sticky and hard to get rid of but Cloud models are far easier to switch.

For more complex Cloud propositions, the Growth phase is about increasing the opportunity size and prospect's appetite through supplying useful and pertinent information until it can be transferred to field sales.

Types of Cloud Selling

The danger of grouping Cloud Selling into distinct bands is that the reality is often far more complex. A large Enterprise might engage in SaaS self-service and buy with a credit card while still having a vendor face to face salesperson interaction who is negotiating a multi-million dollar integration deal (which happens to be in the cloud).

Denave specialises in finding, retaining and growing cloud customers for our clients but the nature of that process very much depends on the proposition:

Type	Description	Find, Retain, Grow process
Self-Service	Simple, credit card purchases	Digital Marketing, online support, continuous delivery of new features, make the offering sticky. Growth is through continuous product improvement and excellent products support.
Transaction	More complex, requires interaction	Digital Marketing drives leads to inside sales by which time the customer journey is quite advanced. Trials are converted to subscription through inside sales interaction. Upsell to wider features via inside sales
Enterprise	Most complex high-value	Brand and product marketing. Buyers expect to be brought information (but not to be 'sold' to). Low volumes for Find and Retain is via appropriate and timely one to one content. Growth is via face to face after handover.

How can Denave help?

As your business transforms you are obviously focussed on keeping the lights on but at the same time wondering about turning the SaaS threat into an opportunity. Denave provides an outsourced SaaS sales & marketing engine which provides everything you need to expand globally without the risk, complexity and expense of setting this up internally.

The Denave SaaS Sales Solution



There is no panacea for selling SaaS – on its own one piece is not good enough, a co-ordinated approach is essential. SaaS sales often start with decision makers finding out for themselves - so digital is key. But anything more than a basic SaaS solution will need growing from there. Outbound tele, emails, LinkedIn approaches can make the difference and if a buyer has subscribed, they will need further selling and support to grow the subscription.

Denave offers a full end-to-end solution which creates interest, finds buyers and grows them through high-grade inside sales and support.

Languages



** Further languages available on request



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