

Selling to the Enterprise

What is “The Enterprise”?

How big? How complex? How much money?

Challenges involved in selling to The Enterprise:

- Procurement laws
- Scale of deployment
- Existing framework contracts

What do we sell to The Enterprise?

The Enterprise needs more than just a site build.

- Presales and Consulting
- Architecture and Integration
- Training
- Build and deploy
- Long term support
- Indemnification
- Strategic partnerships

The Sales Process: An Overview

- Lead generation
- Lead valuation
- Contact and discovery
- Opportunity development
- SoW's and other proposals
- Negotiation and contractals

The Sales Team: Meet the Players

- Personal introduction from an Acquia Inside Sales
- Personal introduction from an Acquia Outside Sales
- Personal introduction from an Acquia Presales Engineer
- Personal introduction from an Acquia Sales Director

Dealing with RFI's, RFP's, and PoC's

No, we can't get rid of RFP's, they're a reality of life. So learn how to do them well.

- RFI: Request for Information – your chance to influence the RFP
- RFP: How to hedge your bets and focus on the ones you can win
- PoC: How much of the project should you be willing to build just to make the sale?

Questions and Answers

Address your Q&A to several members in different roles from Acquia's large and experienced sales team.