

Microsoft | Diamond Winner

Enabling Sales to Accelerate Growth

Enabling Sales with Account-Based Engagement

BUSINESS CHALLENGE

Digital Transformation is a great opportunity for enterprises to change the way they are serving their customers, managing their operations, creating new products or services and empowering employees. Customers perceived Microsoft through a legacy lens of being a product centric company and were not looking at Microsoft as their partner for transformation. With Microsoft products moving to the cloud, implementations are easier, but adoption and consumption are becoming critical with subscription models. To become the trusted partner that will drive their program of change, Microsoft Services needed to change the way to engage with its customers and position a different value proposition that is based on business outcomes to be relevant to the business.

PROGRAM OBJECTIVES

In order to become that trusted partner for Digital Transformation, Microsoft Services leveraged Account-Based Marketing and expanded the program to Account-Based Engagement and orchestrated their sales motion across marketing, sales, digital advisors and delivery to transform the customer experience as Digital Transformation all along the sales cycle.

Account-Based Engagement program main objectives were to:

- Help account teams engage decision makers with a differentiated approach.
- Increase share of wallet by driving more impactful projects to the business and ultimately larger deals.
- Position Microsoft as a key partner to transform the business.
- Provide value to the customer with relevant business outcomes based on industry and horizontal solutions.
- Personalize approach by aligning marketing and sales addressing customer pain points.
- Ease discoverability of content by communicating recommendations of assets, collateral, and resources.

PROGRAM EXECUTION

The Microsoft Services Account-Based Engagement program has been designed to address its customer strategic priorities focusing on Digital Transformation initiatives. It integrates a consultative approach with marketing, sales and consulting activities to drive efficient, consistent BDM engagement. This Digital Transformation sales engagement model provides guidance in terms of execution, tools and assets available to our account teams to drive customer engagement. We scoped the Account-Based Engagement program by defining our clusters of customers by industry.

We could then execute the Account-Based Engagement program by following these steps:

1. **Planning Account-Based Engagement**, we orchestrated account planning sessions to define customer priorities and a vision statement that are shared among the team. Our team provided customer specific information about company, market position, potential opportunities. Once priorities were identified through ideation, we helped identifying the right contacts leveraging LinkedIn Sales Navigator and defined the action plan.
2. **Create Awareness, Build Perception and Win Mindshare** in the market through Media and Press, by using thought leadership content and marketing assets to position Microsoft as a leader in Digital Transformation. We reached out to customers leveraging solutions such as Twitter, Facebook, LinkedIn, LinkedIn Sales Navigator, InMail, and Point Drive.
3. **Acquire and engage BDMs and ITDMs**, we helped account team reaching out to new contacts by creating a platform for social selling, so they could engage directly with BDMs and ITDMs with specific conversations aligned to their customer priorities. We trained account team in using social and the go-to-market.
4. **Lead Customer Engagement**, account team could now qualify leads by sharing and validating with the customer their vision for transformation partnership and the priorities identified during account planning. We provided a set of assets and conversations to be personalized to initiate the conversation with the customer. As a next logical step, we introduced an ideation workshop to further evaluate the opportunity and qualify the opportunity. We provide a visual record of the ideation session to the customer so they could foresee the potential outcomes. An important part of Digital Transformation is the journey and the projects that we helped the account team to document a “Book of Dream” that is listing the priorities, the potential projects, the benefits and potential outcomes that can be shared digitally with customers.
5. **Lead Opportunity Optimization** with consultative approach that is supported by digital tools to help account team in partnership with the customer to assess their current digital maturity vs. where their desired state. Together with the Book of Dream these are strong elements to drive business outcomes conversation that will help demonstrate value and importance of project. To accelerate sales motion, we have created an engine to reach out to our sellers and promote activities, content based on leads or opportunities they have in their pipeline.

BUSINESS RESULTS

The Account-Based Engagement program has been successful across all the objectives and helped our account teams to drive business outcome conversations. This program is impacting the perception of Microsoft as a credible partner for Digital Transformation. It helped increase our share of wallet by driving deals that are significantly larger and is now representing half of Microsoft Services revenue. Account-Based Engagement has demonstrated a higher win rate (30 points higher) and assets are now widely available to drive Digital Transformation in all accounts.