# The Microsoft Seller Experience - field research implications

There is a rapidly changing sales landscape.

61% of business decision-makers report third party-sites and feedback from business partners, industry peers, or social channels is more important than conversations with a company's sales teams when making a purchasing decision.

Customer

Microsoft Field Seller
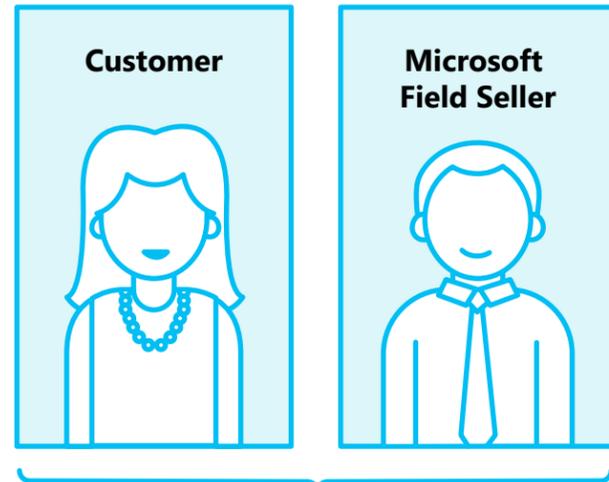
VOICE OF THE FIELD: *"Competitors are eating our lunch. Microsoft still has the mentality that we will get the deals because there are no other alternatives. This isn't the case anymore."*
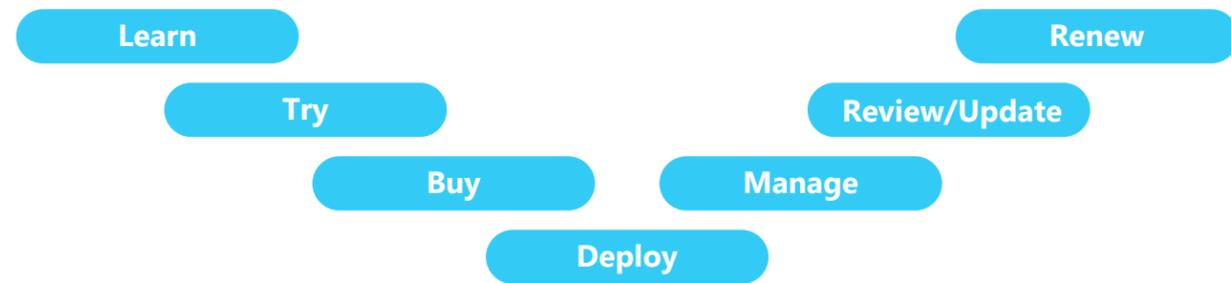
I need to elevate my role to become a trusted technology advisor. I need to go beyond just selling a product.

I will be successful if I can stay:
· in touch
· informed
· efficient
· effective

Let's talk

Map the engagement process to the customer's sales perspective. Stay involved in every phase.

Learn

Try

Buy

Deploy

Manage

Review/Update

Renew

VOICE OF THE FIELD: *"Formalize training around a sales process that Microsoft should follow as a whole. Too fragmented today – teams have their own terminology and own processes that don't gel well as an organization and simply causes complexity."*

I need seamless collaborative selling ...

It takes a village to serve an account
· account management
· technical sales support
· pricing and licensing
· deployment and implementation
· post-sale support
· Microsoft Partners
· Customer advocates
· product team info and support
· marketing, events, lead generation
· operations

Info

Process

Tools

VOICE OF THE FIELD: *"One person is having a conversation about networking, another around storage. There is little to no visibility, leaving it up to the customer to connect the dots. Often the customer doesn't even know what they already own. Is this information current and accurate? So many people have to be on the same page."*

... supported by a fully integrated sales ecosystem.

People / Information / Processes / Tools

Account view

Collaborative selling

My sales status

Knowledge capture & transfer

Competitors

VOICE OF THE FIELD: *"Onboarding is difficult for new joiners, a lot of tribal knowledge. Have to teach them the sales process, then teach a tool/app that doesn't really help that process - have to teach them other things that do work - these should be complementary ideally. The tool should help teach the process."*

Trust me and include me in key conversations. Let my feedback and field experiences intimately guide technology and process decisions.

All enabling technology must support one or more essential seller needs. There are overarching principles and attributes against which the relevance, priority, features, and success of our work must align and be assessed.

Help me:

Stay in touch
· with my customers
· with my collaboration team
· with participating Partners

Stay informed
· account 360
· products and services
· business roadmap
· market dynamics
· best practices and wins
· new/updated processes and toolsets
· my performance status

Be efficient
· minimize time on task
· standardize
· simplify
· template
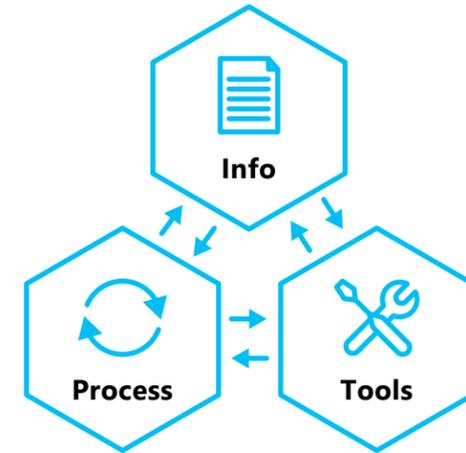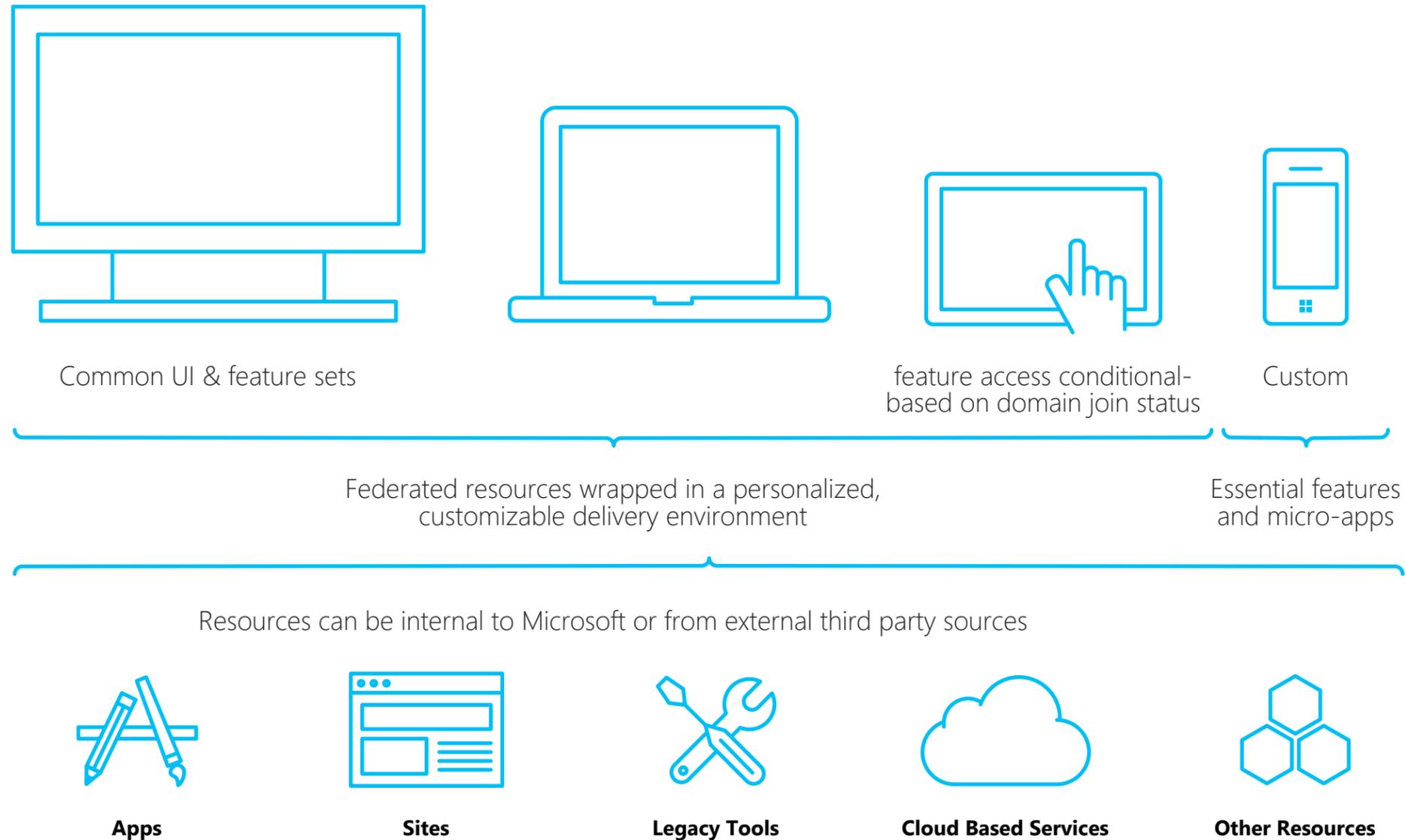· know and use the right tool for the right task

Be effective
· build trusted relationships
· make well-informed decisions
· use and share consistent, accurate data
· be known for speed and quality
· assist my collaboration team to be as successful as I am
· win

Elements of a Solution Framework - field research implications

Provide a system that effectively integrates widely differing resources into a comprehensive sales workspace

Common UI & feature sets

feature access conditional-based on domain join status

Custom

Federated resources wrapped in a personalized, customizable delivery environment

Essential features and micro-apps

Resources can be internal to Microsoft or from external third party sources

Apps

Sites

Legacy Tools

Cloud Based Services

Other Resources

Capabilities and attributes desired

The system knows me
· context rich awareness of my role, geo, accounts, etc.
· core information and workflow elements provided by default
· personalization configurable via My Profile, MS internal data
· streamlines what if scenarios and approvals
· includes private workspace options for forecasts & opportunities
· eliminates the requirement to do a task more than once or in more than one place

The system lets me know – by default and via configuration
· auto-tracking
· cross-checking
· auto-notification
· tagging and triggers

Information and presentation can be tailored
· UI can be reorganized
· selective views can pivot by role, industry, segment, products, accounts, etc., to allow broader or comparative analysis

the system provides a curated component library
· repository of integrated native components
· "Best in Class" external components
· friction-free integration into the workspace
· cross-role component exploration and adoption is allowed

core UX values
· simplify, standardize, template
· right tool on the right device
· seamless integration of components
· easy aggregation of information from multiple sources

The solution framework must enable me to find, track, understand, manage and communicate

Relationships I have
· with my customers
· with my collaboration team
· with participating Partners

Information I need
· to present, sell, and support my assigned products and services
· to follow and assess the activities of my customers and competitors
· to track and evaluate my performance

My opportunities & sales progress
· forecasting
· quotes and contracts
· deals in progress
· post-sale follow up

My compensation, T&E, and career
· my compensation work tools
· time and expense management
· career development and training