

Bring On Your Toughest Customers!

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BigSky
COMMUNICATIONS

splunk>

SMB or Enterprise? You choose



About Us



Today's Session

Every program has important customers who say no to advocacy.

It can be the starting point to Yes.

Why No?

Design a path to
Yes

Let's workshop it!

Xerox Success Story



1906 - 1938



1938 - 1948



1948 - 1949



1949 - 1957



1957 - 1960

XEROX
CORPORATION

1960 - 1968

XEROX

1968 - 2008



1994 - 2008

xerox

2008 - 2019

xerox™

2019 - NOW

Look Behind the Hard No

Saying No is always easier than saying Yes

- Legal or communications policy
- PR team fears customer will go off brand
- Too small of spend with your customer
- Not enough benefit for the individual champion at customer
- Customer is too busy at the moment



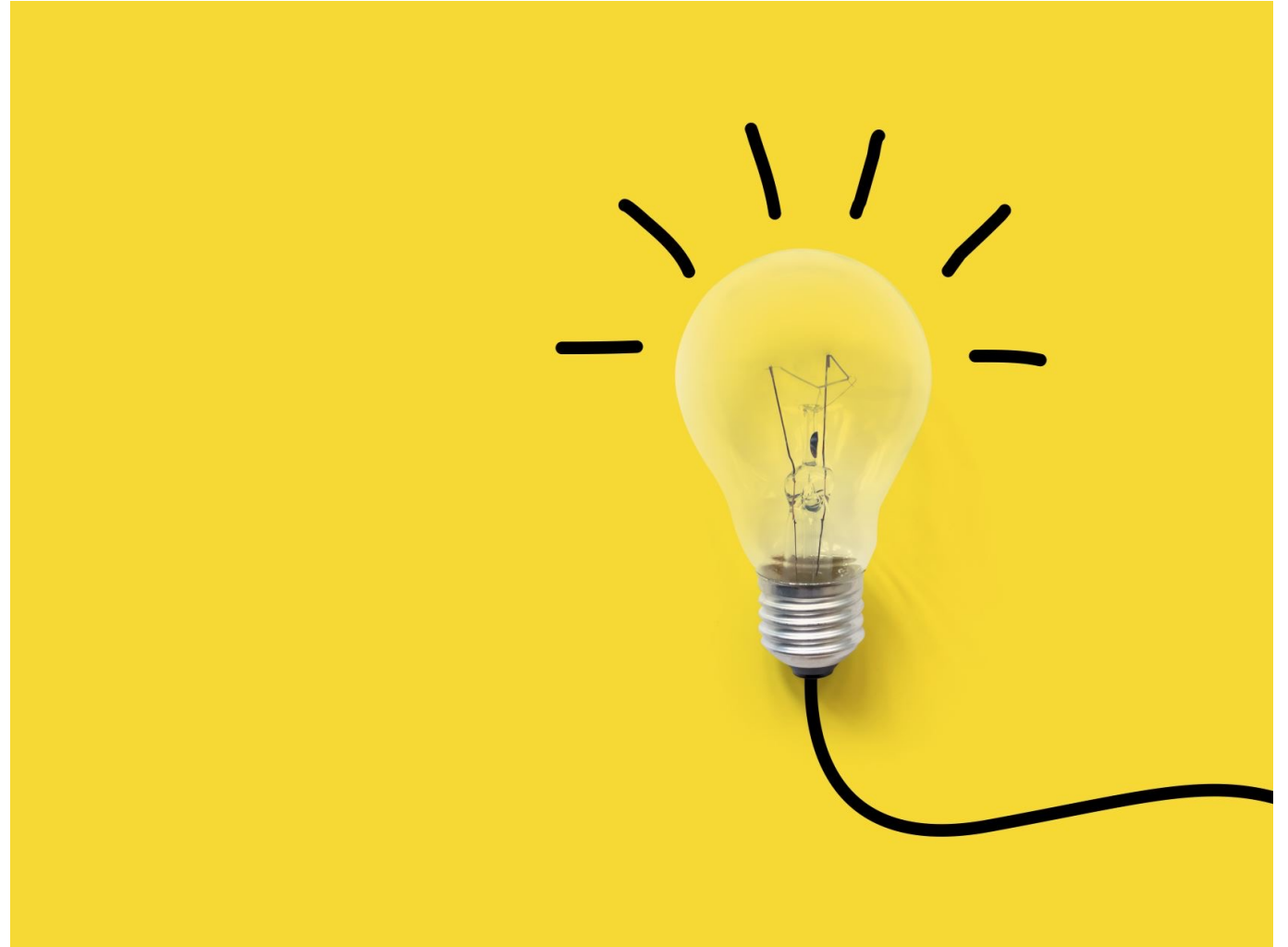
Rethink

Turn the problem on its head

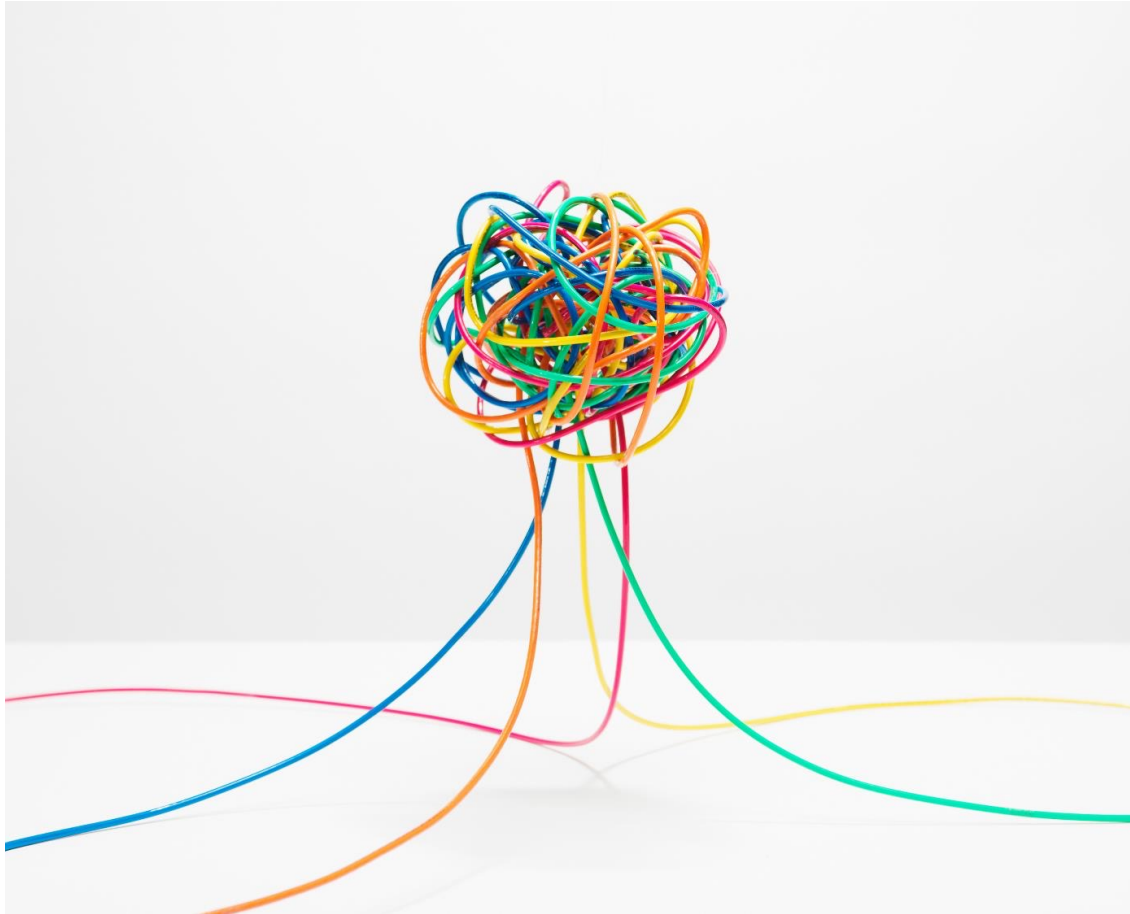
What if your customer champion would want to participate under better circumstances?

Can you create that circumstance and a path to make it happen?

You must be the architect of the perfect opportunity for the customer



Loose Strings



Give you a reason to get the customer talking about themselves to you

Could be seemingly minor items to you that are important to your customer for them, such as:

- A product or service lunch
- An existing speaking opportunity
- An award nomination
- A passion project
- Thought leadership
- PR activity
- Webinar
- Blog post
- LinkedIn Activity

Loose Strings = Exceptions

Exceptions to No happen when:

- You demonstrate an understanding of why the customer said No
- Specific, tailored and unique opportunities are presented
- Customer executives are willing to make some allowances
- The gatekeepers at your customer, such as legal and comms, trust you to deliver on the proposed opportunity

You've Just Heard No, So



Gather more intelligence and look for loose strings by talking with internal partners



Look for exceptions previously made by your customer and figure out why it was made



Figure out what is important to your customer's brand narrative and how you can aid them in addressing their brand challenges



Identify people at your customer with ambition as they may be more open to advocacy

Talk To All Your Internal Stakeholders

- Executive level relationships
- Account team
- Customer Success
- PR and Corp Comms
- Analyst Relations
- Product Marketing
- Event team
- Content team
- Community team

Design Optimum Opportunities

Design the marketing venues and channels within a secure environment to remove the default barriers. For example:

- Create non-recorded sessions with analysts or peers
- Customer conference sessions
- Use sponsorship to offer participation roles
- Closed-door customer exchange sessions
- Advisory boards
- Executive-level exclusive events
- Exclusive customer community activities
- Industry awards

Splunk Success Story





Workshop Session

Workshop Outline



You have 15 minutes to work with your team and compile your additional information asks, as well as your potential strategies and actions on the flip chart. Each team will then have 2 minutes to present their thinking to the group for feedback.



One last item: 7 minutes into the exercise we're giving you new information that will alter your scenario.

Workshop Outline

You will be given a scenario about a Hard No customer that includes information and some insights. Your job is to identify additional information you would want to know and explain why that information would be helpful.

Based on the information and insights, devise potential strategies and courses of action to try to convert the customer from Hard No to Yes.

Workshop Scenario

Both existing customers and prospects want to know more about your vision for AI/ML, as well as your product roadmap and competency in delivering.

Company XYZ is a Fortune 500 company that is one of your most successful implementations of AI/ML. Company XYZ has declined to engage in advocacy or co-marketing today. They're a happy customer and are exploring doing more with your current and future AI/ML products. Your Company is a trusted advisor.

Company XYZ has declined all inquiries about co-marketing or advocacy because Your Company is a competitive advantage for them. They believe the less they say about you, the better for them.

The Chief Security Officer at Company XYZ is relatively new to the company, although she's been a c-level executive at another company.

Your client's team at Company XYZ has worked closely with Your Company for more than five years, growing their program with measurable success with your technology.

Workshop Scenario

Your Company is an enterprise software provider that has AI and machine learning (ML) as part of your offering. You are either:

A large global enterprise with a customer marketing team of 15 people. Your organization includes:

- PR, AR, CABs, Corp Comms/PR, Product Marketing, Customer Success, a customer conference

An SMB (500 people) with a two-person reference / advocacy team that also has product co-marketing responsibilities. Your company:

- Has a Marketing/Events team, AR/PR/Comms team
- Attends other industry conferences frequently
- Has won a couple of mid-tier product awards
- Is recognized by industry analysts for good core products and service but it always comes with the caveat asking whether the company can scale.
- Is known best because Leonardo DiCaprio was an early investor



Workshop Assignment

Your 15 minutes begins now and then each group has 2 minutes to present the following:

- What information did you find valuable?
- What insights do you have, or did you create/concluded?
 - What more do you want to know?
- What ideas for creating inroads and making the ask of Company XYZ?
 - What are potential loose strings?
 - What would you do next?





Scenario Updated

- This just in: Company XYZ is acquiring a competitor!
- The competitor (Company STU) is an existing customer of Your Company and is part of your advocacy program, having talked to industry analysts and taken a P2P calls in the last six months.
- You have been talking with Company STU about a case study and they've been receptive.

Your turn!

In 2 minutes tell us your highlights:

- What information did you find valuable?
- What insights do you have, or did you create/concluded?
 - What more do you want to know?
- What ideas for creating inroads and making the ask of Company XYZ?
 - What are potential loose strings?
 - What would you do next?



Thank
you!

Hugh & Angela

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