

How to 10x Mid-Market Sales

Mastering Mid-Market Sales Strategies

Bruce Guemmer, Nick Collins, and Steve Ancheta

Get ready to 10x your mid-market sales

Join three President's Club winners



**Principal Channel
Sales Manager**



**Founder &
Managing Partner**



**Senior Training &
Development Manager**

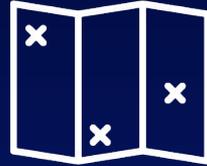


What's in it for you?

Get ready



Insights to unlock
mid-market dynamics



Learn the players, tools & strategies
to convert opportunities into sales



Maximize and open up
mid-market relationships



Insights to unlock mid-market dynamics

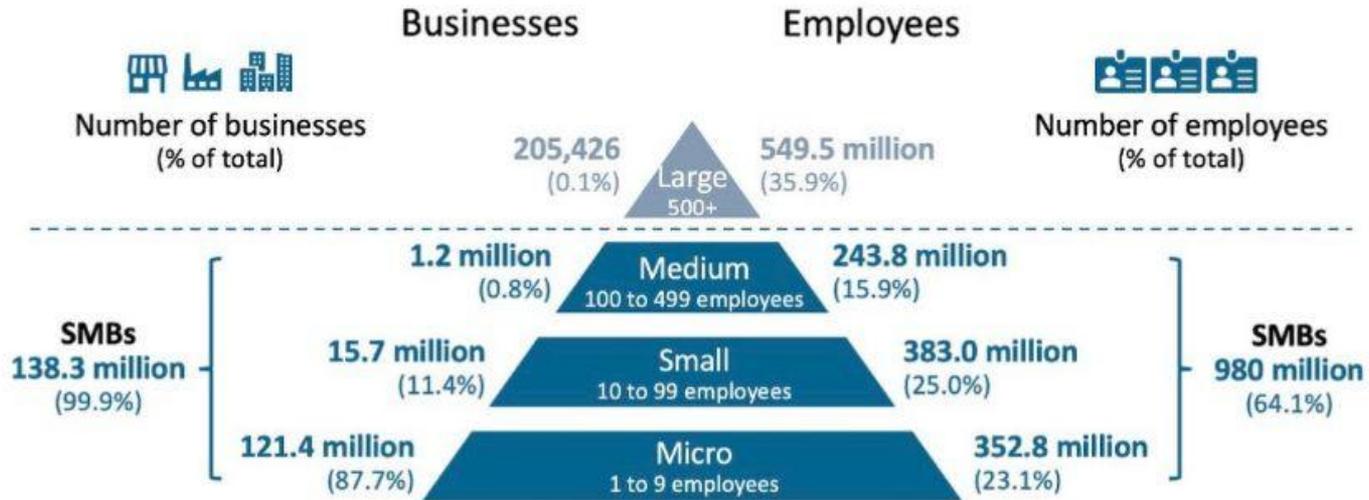
Defining mid-market

What market are you targeting today?

- What is your definition of mid-market?
- What does mid-market look like?
- How does it differ from small business?
- What are your challenges with mid-market?
- What are business challenges within mid-market?
- Challenges, causes, and solutions

SMBs are a significant employer around the world

Worldwide business and employed workforce by size



Tailoring your message to meet their needs

- How do you communicate with mid-market customers?
- What are they looking for?
- What are you seeking to address in the mid-market?
- Let's refine your value prop for the mid-market

2024 mid-market business issues & challenges





Convert mid-market opportunities into sales

Players, tools, and strategies

Making the most of mid-market players

How to identify and engage



Target

Best ways to engage
strategies for top-level access
Determine the players



Leverage

Connections at various levels



Champion

Determine their WIN
Obtain success metrics
Benefits of your partnership

Customer modes and how to approach them

What is the customer's perception for change and urgency?



Growth

Desired results exceed
current reality
*High probability of
taking action*



Trouble

Current reality falls short
of desired results
*High probability of
taking action*



Even Keel

Desired results match
current reality
Low action likelihood

*Create a compelling
reason for change



Overconfident

Desired results are low due to
false perception of reality
Nil probability of taking action

*Create a strategy to align
their perception with reality

Strategies for winning mid-market

Three ways



On your own

Email campaign structure
[AppDirect.AI](#) & experts
Analytics tools
Referral avenues



Hybrid approach
(On your own + expert team)

Hire team while using resources



Expert team

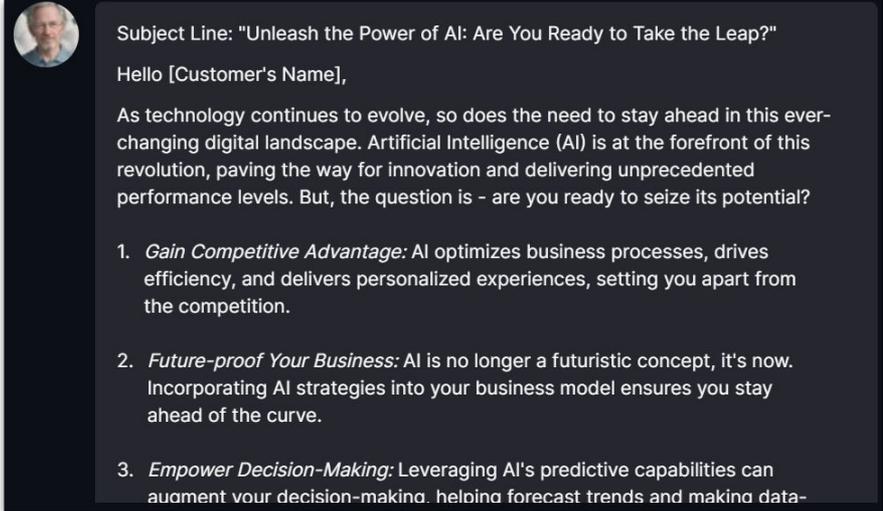
Steve's success story
OmniCenter
AMaaS
PSS/SE Team

On your own: Tools to help

Create a customer email
campaign with AppDirect.AI

Steve's success using
Connectivity Service Locator

AppDirect.AI:



Connectivity Service Locator:



"I've got someone" - AppDirect expert team



Matt Sanders
Director Cloud Sales



Steve Leach
Sr Microsoft Sales Specialist



Chantel Cummings
Microsoft Sales Specialist



John Boyer
Microsoft Sales Specialist



Aaron Lee
Sr Product Sales Specialist



Erik Posey
Google Product Sales Specialist



Michael Mulligan
AWS Sales Specialist



Lionel Gross-Bey
AWS Sales Specialist



Thomas Combs
Software Sales Specialist



Jordan Magda
Cloud Sales Specialist



Tom Mroz
Security Sales Specialist



Chris Teeluck
Data Center & Private Cloud Specialist



Chris Donian
Senior Manager, Solution Engineering



Lee Pallat
Enterprise Solution Architect



Andrew Marshall
Solution Engineer



Greg Hancock
Senior Solution Engineer



Justin Foxwood
Solution Engineer



Kevin Hyed
Solution Engineer



Michael Hamlin
CX Architect | Solution Architect



Andy Potts
Sr Product Sales Specialist



Cassidy McQuaid
VNOC Product Sales Specialist



Jeff Moss
VNOC Product Sales Specialist



David Landsberger
Channel Education & Enablement Director



Eric Hills
Sr Training & Education Mgr



Tanya Sheppard
Training & Education Analyst



Bruce Guemmer
Sr Advisor Enablement Mgr



Laura Jaffrey
Sr Advisor Education Mgr



Maximize and open up your relationships

Tech Wheel and more valuable tools to help

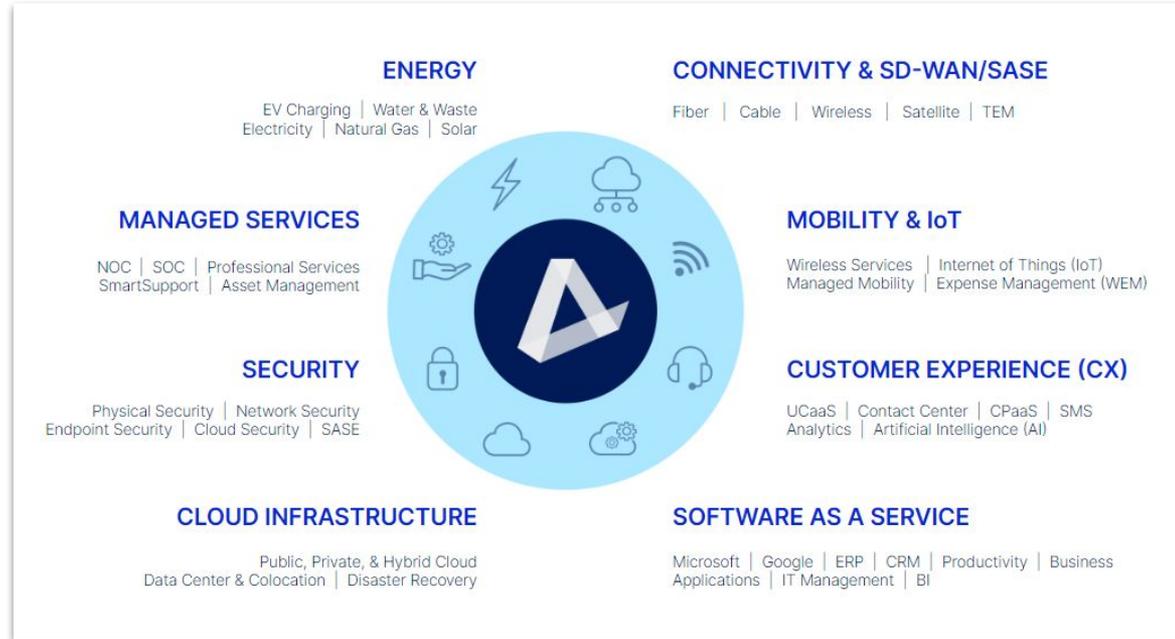
The Tech Wheel

Engage customers

Attract prospects

Agnostic business
conversations

Effective follow-ups



ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN/SASE

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)



Setting up the Technology Wheel conversation

“What technology categories are you exploring to boost productivity, manage change, or address risks within your organization?”

“How do these areas align with your key business objectives and contribute to your overall strategy?”



Technology Wheel conversations

Leverage your business conversations with powerful resources



TECHNOLOGY WHEEL CONVERSATIONS

Position new categories and maximize growth



1

CONNECTIVITY & SD-WAN

How well does your current network infrastructure support your business needs?
What connectivity challenges are affecting your operations, if any?
What are your top priorities for network reliability and performance?

MOBILITY & IOT

How do you prefer to manage sales calls and communication with your sales teams' mobile devices?
How do you manage your remote workforce and device challenges?
What changes would you like to put into your mobility platform?
How important is data-driven decision-making in your organization?
How can IoT drive your business success and growth?

CUSTOMER EXPERIENCE (CX)

What (methods) do you currently use for both internal and external communication?
How would you like to improve or enhance your customer experience overall?
How do you currently measure and assess customer satisfaction?
How is customer satisfaction impacted due to the complexity of maintaining multiple vendors and applications?

SOFTWARE AS A SERVICE

How do you procure your licenses today?
What challenges do you face in your current software license procurement process?
How do currently manage users and permissions across your SaaS applications?
What solutions do you use to backup your Microsoft 365 and Google Workspace emails?
What software applications are critical to your daily operations and overall business success?

CLOUD INFRASTRUCTURE

What is your cloud strategy?
What challenges do you face when migrating or storing your data in the cloud?
What are your plans for scaling or securing mission-critical workloads?

SECURITY

What are the results of your most recent security assessment?
What specific challenges or gaps do you currently face in your security measures?
What compliance or regulatory issues are you dealing with today?
What is your current cybersecurity plan/strategy in place today to protect your customers?

MANAGED SERVICES

How does your staff engage with customers today and what limitations do you encounter?
How could an external perspective augment or complement the capabilities of your current staff?
How do you envision improving customer experience using your existing staff resources?

ENERGY

How has your business reacted to the significant uptick in energy expenses from previous years?
How would a cost-effective energy solution that could free up funds for other key projects interest you?
What steps are you considering to enhance your energy solutions?
How do you address energy needs?

TECHNOLOGY WHEEL DISCOVERY QUESTIONS



3

MANAGE CHANGE

What changes have you experienced in your business recently?
How have these changes impacted your day-to-day operations/overall business performance?
What factors or drivers are motivating you to consider making changes?
What market pressures or external factors are driving the need for change (in your industry)?
What aspects of your business do you see changing?
Where do you see opportunities for investment and business expansion?
What are the anticipated business outcomes or results following these changes?
How are you actively gathering and understanding your customers' needs and preferences?
How are you preparing for upcoming changes in regulations/compliance requirements?
How has the recent (current event specific to industry) impacted your business strategies?

IMPROVE PRODUCTIVITY

Tell me about any areas where you may see inefficiencies within your work processes?
Where have you made changes or improvements in the past?
What were the specific outcomes or impacts observed from those changes/improvements?
What are some of the business result improvements you would prioritize for the next 18 months? How will you achieve these results?
What tools/resources would significantly enhance your employees ability to improve workflow?
What challenges currently impede productivity with your current workflow, if any?
How would you like to improve the end user experience? (employee, customer, partner)

MINIMIZE RISK

What is your overall plan for risk management?
What are the greatest risks for your business? How do you address them?
How do you ward off potential security threats?
Tell me about your disaster recovery plan if your system is out for any length of time?
What is the impact to your business if your system goes down?
How can poor network performance negatively impact your business?
Tell me about your specific plans to handle the unexpected interruptions?
Who manages your network infrastructure and ensures its reliability?
What is your contingency or backup plan if they are out or leave the company?

MAINTAIN A COMPETITIVE ADVANTAGE

What has made your business successful? What sets you apart?
Tell me about your competitors and the competitive landscape?
How do you differentiate yourself from your competitors? What is your value proposition?
How are your competitors leveraging technology to gain a competitive advantage?
Tell me about your top customers. What distinguishes them and how do they help you?
What strategies are you currently implementing/using to gain more market share?
What are your key considerations/approaches when entering a new market?

GENERAL BUSINESS QUESTIONS

What upcoming initiatives do you have?
How would you prioritize and rank them in order of importance?
What is your decision making process when evaluating/selecting initiatives or projects?
What is your purchasing criteria when making decisions?
What factors are most important to you when selecting a vendor/business partner?
What were you hoping to get out of this meeting? What were your goals/expectations?
What specific enhancements would you like to see within your organization/department?

BUSINESS DISCOVERY QUESTIONS



5

Resources to help you sell

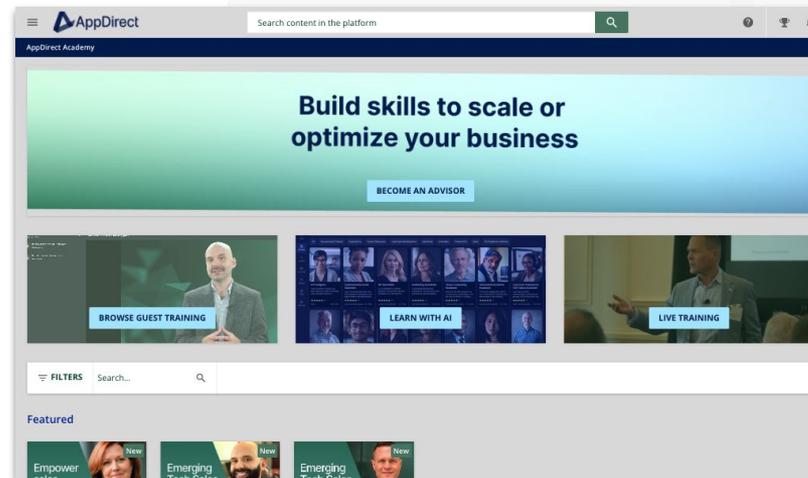
AppDirect advisor?

Click the tiles:

1. [AppDirect AI](#)
2. [AppDirect Academy](#)
3. [Customer Marketing Toolkit](#)
4. Events: [Emerging Tech Sales Workshop](#)

Not an AppDirect advisor?

Register & Sign in academy.appdirect.com to access resources





THRIVE24



Thank you for experiencing How to 10x Mid-Market Sales



Nick Collins
Principal Channel
Sales Manager



Steve Ancheta
Founder &
Managing Partner



Bruce Guemmer
Senior Training &
Development Manager





Thank You

THRIVE24