

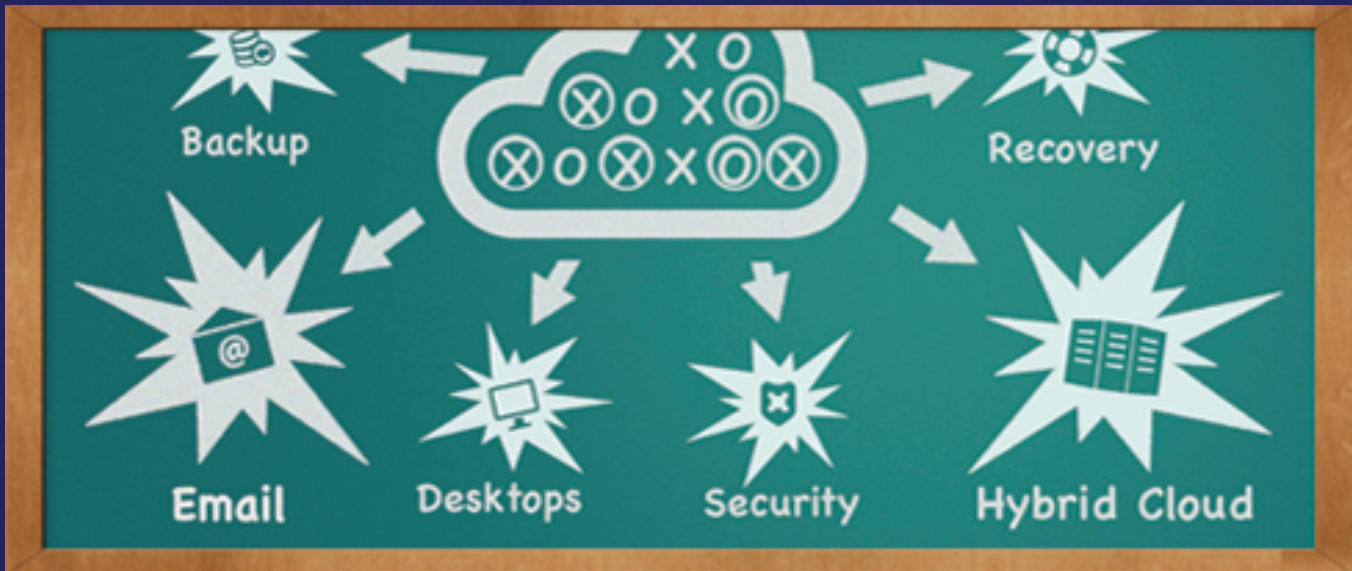


## CLOUD SALES PLAYBOOK



**PEOPLE  
SERVICE  
INTEGRITY**





## Step 1: Choose the Cloud Services for Your Portfolio.

### INFRASTRUCTURE



*Infrastructure as a Service*

#### IAAS EXAMPLES

Cloud servers & storage  
Cloud desktops  
Cloud data centers  
Cloud backup & recovery  
Cloud monitoring

#### WHY OFFER IAAS?

Sticky customers  
Largest deal size  
50%+ expansion rate  
Enormous demand  
Huge adoption rate

### SOFTWARE



*Software as a Service*

#### SAAS EXAMPLES

Business intelligence  
Big data/analytics  
Email, SharePoint  
CRM, automation, ERP  
Office365, Google apps

#### WHY OFFER SAAS?

Easy to sell ("by the seat")  
Lower cost entry point  
Easier to explain (known)  
The new delivery model  
Excellent upsell offering

### OTHER SERVICES




























































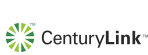


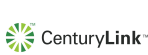
*PaaS, SECaaS, UCaaS*

#### OTHER CLOUD SERVICES

Security as a Service  
Platform as a Service  
Database as a Service  
Managed cloud services  
Unified communications

#### WHY OFFER THE OTHERS?

PaaS enables developers  
Security still a top IaaS fear  
Lack of customer cloud skills  
Give a 365-degree solution  
Combine network for \$\$\$

Hosted Email	IaaS (Public)	IaaS (Private)	DaaS/VDI	Backup	BCDR	Monitoring
						
						
						
						
						
						
						
						
						
						

## Step 2: Choose the Right Cloud Providers.

*This is where having a partner like PSI Network is such a big deal.*

The unprecedented cloud market potential has caused an explosion of new cloud services providers or “CSPs” across the US and abroad. There are now hundreds to choose from and none are the same.

*There is no one-size-fits-all cloud services provider.*

PSI Network knows the CSP market and can help you build a matrix to address specific customer needs. Go straight to quotes from two or three providers you know are right for your customers, reducing sales cycle time while increasing win rates and satisfaction.

**ACCESS BEST-OF-BREED CLOUD PROVIDERS WITH PSI NETWORK!**

**GET THE LIST:  
INFO@PSI-NET.COM**



## NEED SALES RESOURCES?

OUR PORTAL, PSI KNOWLEDGEBASE, HAS EVERYTHING YOU NEED IN ONE CONVENIENT LOCATION!

[PSIKNOWLEDGEBASE.COM](http://PSIKNOWLEDGEBASE.COM)

## Step 3: Target, Qualify, & Win.

### CLOUD BUYERS



*Ideal Customer Profile*

#### IDEAL COMPANY TYPES

SMB & high-growth  
Healthcare  
Financial services  
Multiple office locations  
Tech-heavy offering

#### TARGET ROLES

CIO/CTO/Head of IT  
Enterprise architects  
IT operations  
Application owner (SaaS)  
Risk/CISO (SECaaS)

### SALES DRIVERS



*What Drives Sales?*

#### KEY SALES DRIVERS

Hardware/Software refresh  
New product launch  
Migration & consolidation  
On-demand capacity  
CAPEX to OPEX

#### COMMON PAIN POINTS

Budget/Resource constraints  
Lack of human resources  
Downtime, outages  
Failed audits, compliance  
Fear - sensitive/critical data

### THE QUESTIONS



*Know What to Ask*

#### ENTRY QUESTIONS

Have a DR strategy in place?  
Challenges with email?  
Security/compliance concern?  
How virtualized is your IT?  
What monitoring tools used?

#### QUALIFIERS

Real, definable need?  
How urgent is the need?  
Budget approved?  
Dealing with decision-maker?  
Project detractors?





## Step 4: Get Rewarded for Your Efforts.

### QUICK, ACCURATE, TRANSPARENT COMPENSATION

PSI Network's operational efficiency means you get paid faster with unparalleled accuracy. Plus, with transparency at every stage of the sales process, you will never be left wondering if you are being paid on the entire deal.

*Contact your PSI Cloud Coach to learn why better support means better compensation.*

### SPECIAL SALES INCENTIVE

*Win a Trip to Hawaii for PSI President's Club!*

Close \$10,000 in cloud monthly recurring revenue before the end of 2014 and you qualify for the trip of a lifetime: our legendary President's Club held at the Mauna Lani resort.

*Find out more at [www.psi-net.com](http://www.psi-net.com)!*

## Cloud Coaches: Superior Support at Every Stage.

*Win more deals with a PSI Cloud Coach by your side!*

PSI Cloud Coaches are subject matter experts who will take your cloud sales practice to the next level. The best part about it? Our Cloud Coaches do not cost you a penny. We are paid by the cloud services providers you choose!

PSI Cloud Coaches know the market. They are tech savvy. They have relationships with numerous cloud providers and are familiar with their strengths, weaknesses, and the prices you should be paying.

PSI Cloud Coaches will also help in your go-to-market execution, working with you to target the right buyers, qualify leads, move deals to the next stage, and offer sales engineering assistance.

**"PSI'S PRESIDENTS CLUB IN 2013 WAS ABOVE AND BEYOND MY EXPECTATIONS. FIRST-CLASS ALL THE WAY. WORKING HARD TO QUALIFY AGAIN THIS YEAR!"**

**CURT EILENBERG**

## YOUR CLOUD COACHES

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## CLOUD WEBINAR SERIES

9/11 - Vigilant  
9/18 - RapidScale  
9/25 - Ajubeo  
10/2 - Windstream  
10/9 - NewCloud  
10/16 - Netfortris  
10/23 - Matrix  
11/20 - Telepacific

## PARTNER EVENTS

Want to schedule an event with  
PSI Network? Please contact your  
Cloud Coach or email us at  
sales@psi-net.com.

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