

# 5

# Easy Concepts for ISV Marketing

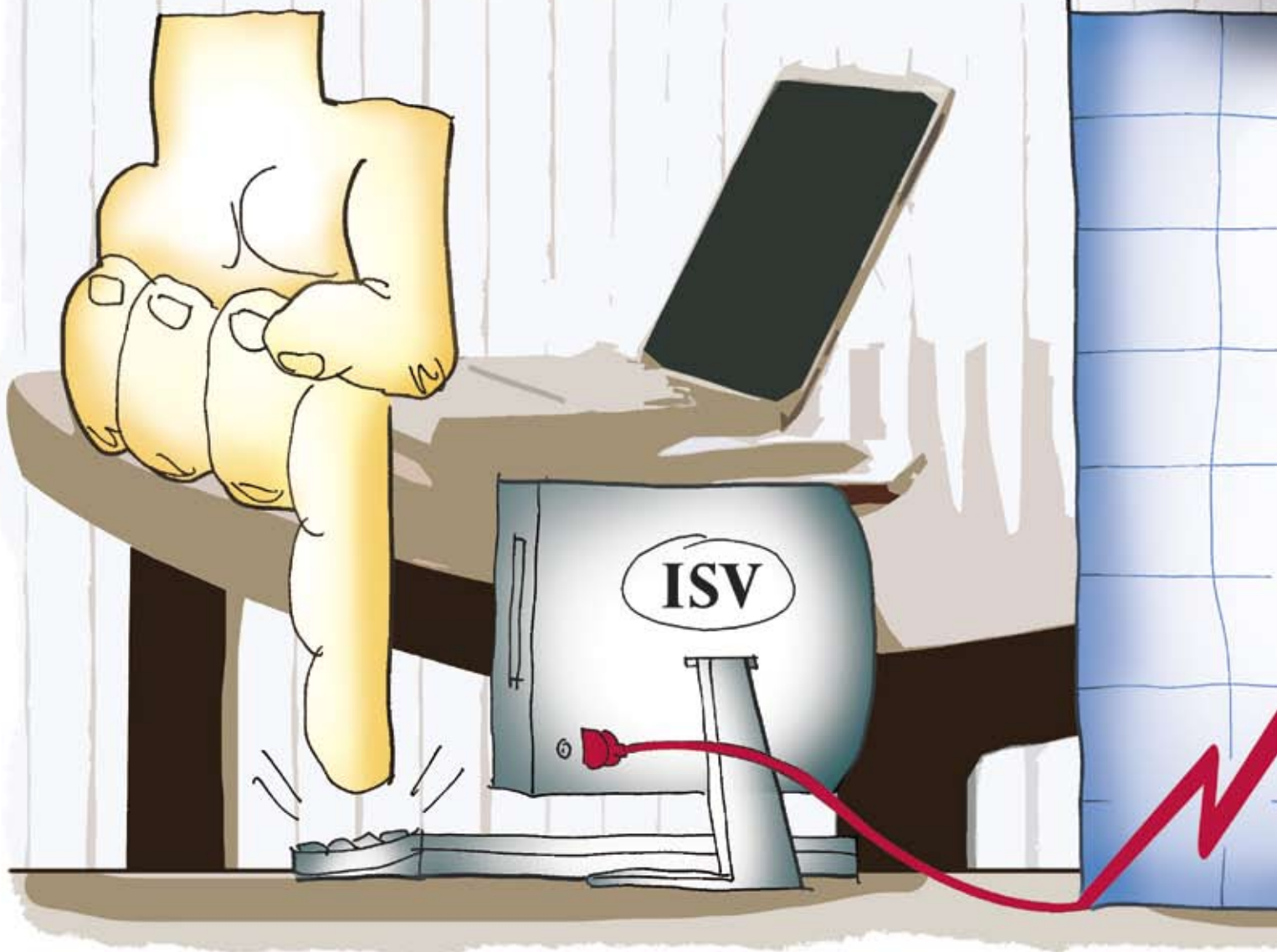
 Michelle Glennie

If you are an ISV in the Microsoft channel, you can find your head spinning with all the different audiences that you need to market to. Having worked at an ISV organization for eight years, I can understand the different varieties of marketing tasks that you need to juggle on a daily basis. From that experience, I'm suggesting five ideas to consider when looking at your marketing activities and materials.

## IDEA 1

### Who Are You Marketing To?

As an ISV, you need to market to potential end users of your software and services, market and educate reselling Partners on your software, and also inform Microsoft staff of what you have to offer. Unlike Partners who have materials already created by Microsoft that they can use to sell Microsoft Dynamics® ERP or CRM



solutions, you have to create your own documentation to distribute to prospects and Partners. When it comes to Partners, remember that you need to create documents that they can use to help sell your product(s), but it doesn't stop there. Partners are not only trying to sell the ERP or CRM system, but perhaps also your add-on product, so they need to be educated on how your software and services can help them sell. They are busy people, too, with a goal to sell, first and foremost, ERP or CRM, not your product, so the easier you can make the sales process, the more opportunity you will see. At the same time, advising the appropriate Microsoft contacts of what your software does can help them address customers' needs in particular verticals or educate new Partners coming into the channel. Take a look at your current documentation and marketing materials to see whose needs they are addressing. You may need to add some new materials to your portfolio to address Partners or Microsoft in a different fashion.

**IDEA 2**

**Focus on the People You Interact With, Not the Product.**

When developing your communications and documentation, you need to ask yourself how the product will



change customers' businesses. Everyone can read a list of facts and features about your software, but will it stick with them? Some things may, but most likely they will not retain all of those bullet points you have listed. Instead, review your current materials and ask yourself if you are painting a clear picture about how your software will benefit and grow their business. You are helping people imagine how great their organization can be with your software.

### IDEA 3

#### How Does Your Product Help People Connect?

Tell end users how you will make their departments connect, make them connect with vendors, or make them connect with their customers. Show the functionality of your software and position it so they see how your software will make their daily work lives better. Remember that your contacts, whether they are Partners or end users, spend 40+ hours a week at work. While software functionality is ultimately important when they are looking at making a purchase or sale, they want to know how the software is going to make their daily lives easier, give them more control, and get them noticed for making the right decision to purchase or sell your software.

### IDEA 4

#### Anticipate Hesitations.

Talk to your sales department; yes, your sales department, and find out what makes prospects reluctant to purchase. You want to know these items and bring them up before they do. How can you do this? If you can anticipate what these hesitations are, you can address them in your materials, e-mails, or webcasts. For instance, you could say, "You may be thinking that you cannot do X or cannot afford Y", and then address what X and Y are. Shine a light on what is possible instead of letting them focus on limitations.

### IDEA 5

#### Facts Tell, Stories Sell.

Case studies, case studies, case studies. I cannot stress the importance of your successful implementations enough. If you do not have any case studies, create them. If you have a few, create more. If you have a good amount of case studies, how old are they? (You need to keep them current.) When you collect customers' experiences of using your software, it helps you sell, helps Partners sell your software, and helps the end users understand the impact you can make on

their business. We are all inundated with facts every day, and while we might remember some of them, in the end people retain and recall stories much easier, especially if they can find something that they relate to. Think of your customers' experience as the backup chorus to your company's voice.

In the end, as an ISV, you will continually need to show the value of why your software matters and how you will make a difference. It is easy to think that you are already conveying this message, but are you really? Or, do you just think you are because you already know so much about your software? We have all heard of "death by PowerPoint", but are you providing marketing communications that are "death by bullet points"? These are all questions that need to be considered. There will always be obstacles on your path as an ISV, but try not to be one of them. 🌀

*Michelle Glennie is with The Partner Marketing Group and has more than 10 years of experience in the Microsoft Dynamics channel. Her experience includes leadership in business development, operations, marketing, and human resources management. Take her advice about case studies to heart and ask how you can have some created. Contact her at [Michelle@thepartnermarketinggroup.com](mailto:Michelle@thepartnermarketinggroup.com).*

## RoseASP Offer **45% Margin** on Hosted Microsoft Dynamics GP!

Let us help you close more deals with RoseASP hosting.

RoseASP is now offering 45% margins to all authorized Microsoft Dynamics Partners for deals closed by December 31, 2010.

Microsoft Dynamics partners will maintain complete control of their customers with our Hosting Partnership Agreements. Use our pricing listed here and receive a 45% margin on any BE or AM Dynamics GP deal sold. Margins will be paid based on current MBS price list in effect as if the product is purchases. Call or email for program details.



(858) 794-9403 ~ [sales@roseasp.com](mailto:sales@roseasp.com)

Microsoft Dynamics® GP  
Business Essentials (BE)  
\$275 per user/per month (2 user min)  
One Time \$1,500 setup fee

Microsoft Dynamics® GP  
Advanced Management (AM)  
\$325 per user/per month (2 user min)  
One Time \$2,500 setup fee

#### Monthly Hosting Fee includes:

- Dedicated or Shared Infrastructure
- Microsoft SQL® Server 2008 and Microsoft Word/Excel 2007
- 24/7/365 Support and monitoring
- Daily, weekly, monthly and annual backup services
- OS patches, intrusion detections, hot fixes, enhancements and upgrades at NO ADDITIONAL CHARGE
- 10 GB of personal or shared storage
- Two Data Centers for replication and disaster recovery
- SAS 70 Type II Audited and Sox Compliance Procedures
- 19 Years Microsoft Dynamics experience, 11 years hosting experience

#### Additional Services:

- Microsoft Dynamics® CRM and Connector
- Microsoft Office SharePoint® Server 2007
- Microsoft Exchange® Server
- ISV Solutions and custom applications