

SERVICE BROCHURE

**VIEWPOINT ANALYSIS
VENDOR SERVICES**

**RESEARCH, TARGET &
COMMUNICATE**



Sales Team Services
Viewpoint Analysis Ltd

SALES TEAM SERVICES SERVICES BROCHURE

Introduction

Viewpoint Analysis acts as a Technology Matchmaker. We sit in a rather unique position - between the buyers and sellers of IT, and we help each of them to find one another. We help business leaders find and select enterprise technology by running super-quick selection processes (Rapid RFI, Rapid RFP, and Technology Matchmakers), but our work with the vendor sales and marketing community is just as important.

In this Sales Team Services area our focus is on helping IT vendors to **'research, target, and communicate'** with their key customers so that they can shortcut sales cycles, win more deals, and retain key accounts.

Account Research Services

Account research is one of our core areas and we provide comprehensive research for technology companies that need to know more about their prospective clients or their largest customers. Our research covers the globe - from North America to Europe and from Africa to Asia.

Conducting account research is difficult for most sales and marketing teams as it takes precious time that most cannot dedicate. However, the results are crucial, enabling messaging to target the customer's needs and for it to be communicated to the right contacts.

Our research is focused on the following areas:

- **ABM - Account-Based Marketing targets (1:1 and 1:few)**
- **DBM / Pursuit Profiles - active customer engagements**
- **Key and Strategic Accounts**
- **Account and Territory Profiling**
- **Buyer Group Research - finding the key contacts within the target accounts**

Viewpoint Analysis has researched hundreds of accounts for companies like Nextthink, the leader in Digital Employee Experience, and many more.

Accounts and contacts can sit in any country, can be any size (up to 1m+ employees), any sector (from healthcare to banking and everything in between), and can focus on any IT solution and buyer group.

Further information can be found at:

<https://www.viewpointanalysis.com/account-research-services>



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Voice of the Buyer Services

Our Voice of the Buyer area is designed to help IT vendors better understand their buyer groups and ideal customer profiles (ICP). It is a service area that showcases the unique position of Viewpoint Analysis between the buyer and seller teams.

In this area, we support a range of vendor roles to better understand their target customers. Our main Voice of the Buyer services are:

- Voice of the Buyer Panel
- Voice of the Buyer Interviews
- Win and Loss Interviews
- Retention and Renewals

Voice of the Buyer Panel

Built specifically for the vendor's requirement, our Voice of the Buyer Panel enables the team to get real-time feedback from a hand-picked group of business executives (4 to 6 per panel) pertinent to their specific area.

The panel is curated by Viewpoint Analysis to address whatever the team would like to understand. It's ideal for testing new concepts, understanding buyer wants and needs, and having an exclusive time with your buyer community.

Popular panels include:

- **Voice of the Buyer - Marketing Panel**
 - Brand awareness, buyer decision-making, validate messaging and content + more
- **Voice of the Buyer - Product Panel**
 - Test ideas, listen to customer needs, and spend time with your target market.
- **Voice of the Buyer - Industry Insight Panel**
 - What industry do you need to know about? What's impacting them? Where can you help?
- **Voice of the Buyer - Sales Panel**
 - Test sales messaging, understand what good looks like, discuss pricing strategies, and more.
- **Voice of the Buyer - Channel Panel**
 - What does good look like? What are they hearing from the market? Competitor approaches.

The panel can cover any country, any buyer group, any technology area.



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Voice of the Buyer Interviews

Where the Voice of the Buyer Panel sees real-time interaction between the vendor team and a select number of executives, the Voice of the Buyer Interviews are conducted by Viewpoint Analysis and can cover many more contacts and garner much broader feedback.

The Viewpoint Analysis team conducts telephone-based interviews or remote polling to understand a specific area of interest or buyer group area. It is a quick way to really understand the buyer community and their needs, and again, it can be focused on areas like product, sales, marketing, and more.

Voice of the Buyer - Renewals and Retention

So much focus is on selling new business and bringing new customers through the door. However, perhaps more important than that is ensuring that existing customers continue buying and renewing annual contracts. Focus on one rather than the other, and the business hemorrhages money and slowly (and sometimes quickly) contracts. Our Renewals and Retention area has two key services:

- **Renewal Rescue** - intervening in high-risk renewals to find common ground and build a rescue plan that might put the engagement back on the right path.
- **Renewal Risk 360** - interviewing the entire client team (sponsor, users, product owners etc) and internal sales team to build a 360-degree viewpoint of the renewal risk.

Win and Loss Interviews

It is often said that you learn more about your product or service when you lose a deal. The same can be said about when you win a deal too. That's where our Voice of the Buyer Win Loss Interviews come in.

Both are a gold mine of opportunity for the sales, marketing, and product management teams. Learn first-hand why a customer chose to go one way or the other, what resonated for them, and how to ensure more wins than losses in the future. As the interviews are conducted by the Viewpoint Analysis team, we can ask the really difficult questions that only a trusted third party can - and we get feedback that vendor-badged team members simply cannot.

Further information can be found at:

<https://www.viewpointanalysis.com/voice-of-the-buyer>



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Vendor Awareness and Content

In such a busy technology marketplace, it is often difficult for customers to find the right technology in a sea of different products and services. Viewpoint Analysis, as a Technology Matchmaker, tries to make this easier by producing a range of content to simplify the vendor options and communicate what they do in simple and easy-to-understand language.

Our Vendor Awareness and Content services include:

- **Vendor Profiles** - two-page overviews explaining who they are and what they do.
- **Technology Longlist Reports** - reports looking at all the vendors in a specific field who might be worth considering for a 'long list' market assessment (e.g. for the RFI stage).
- **Technology Reference Guides** - the full list of all vendors operating in a given market (e.g. HR software) so that end-users can quickly assess their technology options.
- **Content-on-Demand** - designed to help the vendor marketing teams by creating on-topic content to support activities like Account-Based Marketing. Using the Viewpoint Analysis brand to communicate specific options, topics, or explainers (e.g. how a product is priced or what it does etc).

Further information can be found at:

<https://www.viewpointanalysis.com/vendor-awareness>

RFP Response Training

Our RFP Response Training is designed to educate vendor sales teams on the crucial art of the RFP response. The sessions cover an inside view of what it feels like to be on the customer side of an RFP process and how the sales team can improve what they do.

Why do companies use an RFP? How do they assess a vendor? How do they score? What 80% of vendors do wrong. Why do some sales teams win, and some always lose too many?

Further information can be found at :

<https://www.viewpointanalysis.com/rfp-response-training>



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