

The logo features the word "FORRESTER" in a white, serif font, centered within a dark green oval. The oval is set against a dark blue background with faint, light blue wavy lines that create a sense of motion or depth.

FORRESTER®

Forrester Sales Enablement Consulting Capabilities

Forrester Consulting Overview

- Approximately 35% of Forrester revenue
 - It is a strategic segment of Forrester's business
- Research-based, analyst-led consulting
 - Content experts are fundamental to delivery
- Dedicated vendor consulting team
 - Project management/leadership tailored to technology vendors
- Dedicated B2B and B2C custom research team
 - Deep primary research and analysis expertise

Why Forrester Consulting?

Client requirement

Forrester's unique value

What it means to clients

Primary research expertise

- Business Data Services data capabilities
- Partnership with Momentum Market Intelligence

Custom results enhanced by a rigorous foundation of research methodologies

Proven consulting methodologies

- Best practices from over 300 annual engagements
- Established consulting frameworks and methodologies
- Pre-existing market sizing and forecast data

Confidence that results will meet or exceed expectations

Scale and scope to deliver

- 14,000 B2B technology interviews in 2008
- 275,000+ consumer interviews in 15 countries in '08
- Forrester conducted 2 million+ interviews since 1997

Apply our syndicated research approach to deliver on-time, high-quality custom research

High-quality results and deliverables

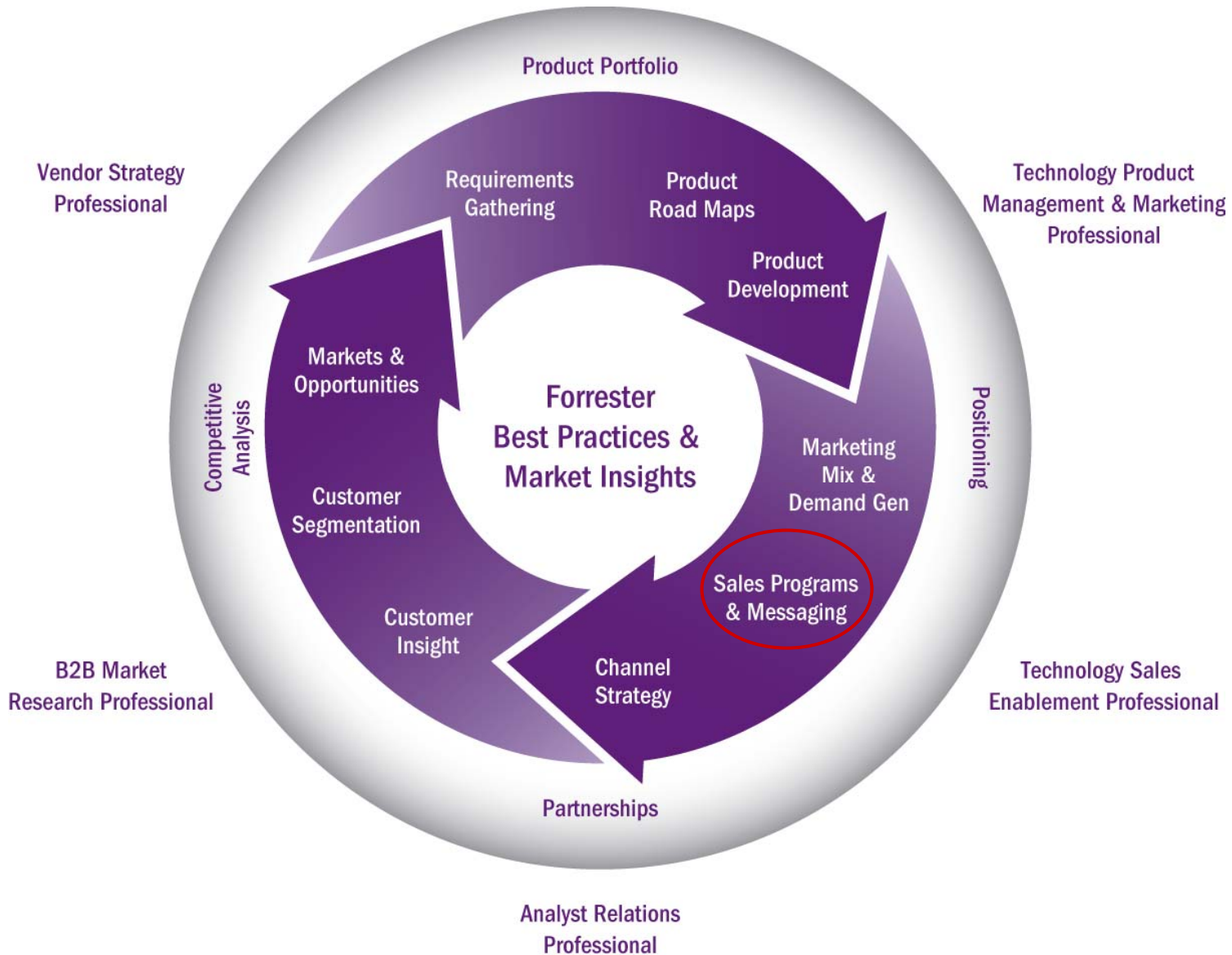
- Project teams comprised of market/technology experts (analysts), methodology experts (consultants), primary research professionals

More accurate and actionable results than ones created without deep market knowledge

Tech Vendor Strategy And Marketing Life Cycle



Key Processes And Roles In Vendor Strategy And Marketing Life Cycle



What Is Sales Enablement?

- **Sales Enablement** is all the activities that go into supporting a sales force performed by a centralized group, or diffused throughout the organization.
 - **The problem:**
 - Today, more companies are supporting sales in an ineffective, cluttered way. We call this “random acts of enablement.”
 - The economy and changing customer dynamics are forcing companies to change how they go to market.
 - This is contributing to the growing number of “Sales Enablement” groups and initiatives within organizations -- largely focused on product features and functions or positioning against competitors.
 - **Forrester’s vision:**
 - To truly serve sales teams, all sales support activities should be designed working backward from the conversations salespeople have with customers.
 - Our Model-Map-Match vision is designed to help our clients build a scalable, measurable, and highly efficient customer-centric sales support model as articulated in the Forrester report, Engineering Valuable Sales Conversations:
<http://www.forrester.com/Research/Document/0,7211,46944,00.html>

The Sales Force Is Overwhelmed With Various, Uncoordinated Initiatives To “Help Sales”



Marketing Teams

- Collateral
- Sell sheets
- Selling guides
- Demos
- Calculators
- Thought leadership
- Demand generation
- Workshops
- Certification programs

**RANDOM ACTS
OF
ENABLEMENT!!**

Sales Teams

- Information overload
- Not standardized
- Not integrated
- Isn't useful
- Can't find what I need
- Have to rework it to be useful
- Doesn't hit the mark
- Purpose not clear
- Don't know how to use

If it doesn't get used, it isn't delivering value.

Forrester Consulting

To enable salespeople to ...

Gain appropriate access

Have valuable conversations

Create a shared vision

Develop a compelling case

Salespeople must ...

- Capture their attention
- Articulate a compelling reason to meet
- Create the agenda to frame conversation

- Be **relevant** to their issues
- Be **timely** to where they are in the buying cycle
- Be **in context** to their role and responsibility

- Agree on specific outcomes
- Connect concepts to concrete realities
- Show how all of the pieces come together

- Gain internal buy-in
- Document the execution elements to achieve results
- Quantify costs, impact, and benefits

Forrester can help with ...

Thought leadership & market credibility

- Customer Value Alignment Assessment
- Thought Leadership Papers with Sales Adoption Plan

Messaging & positioning

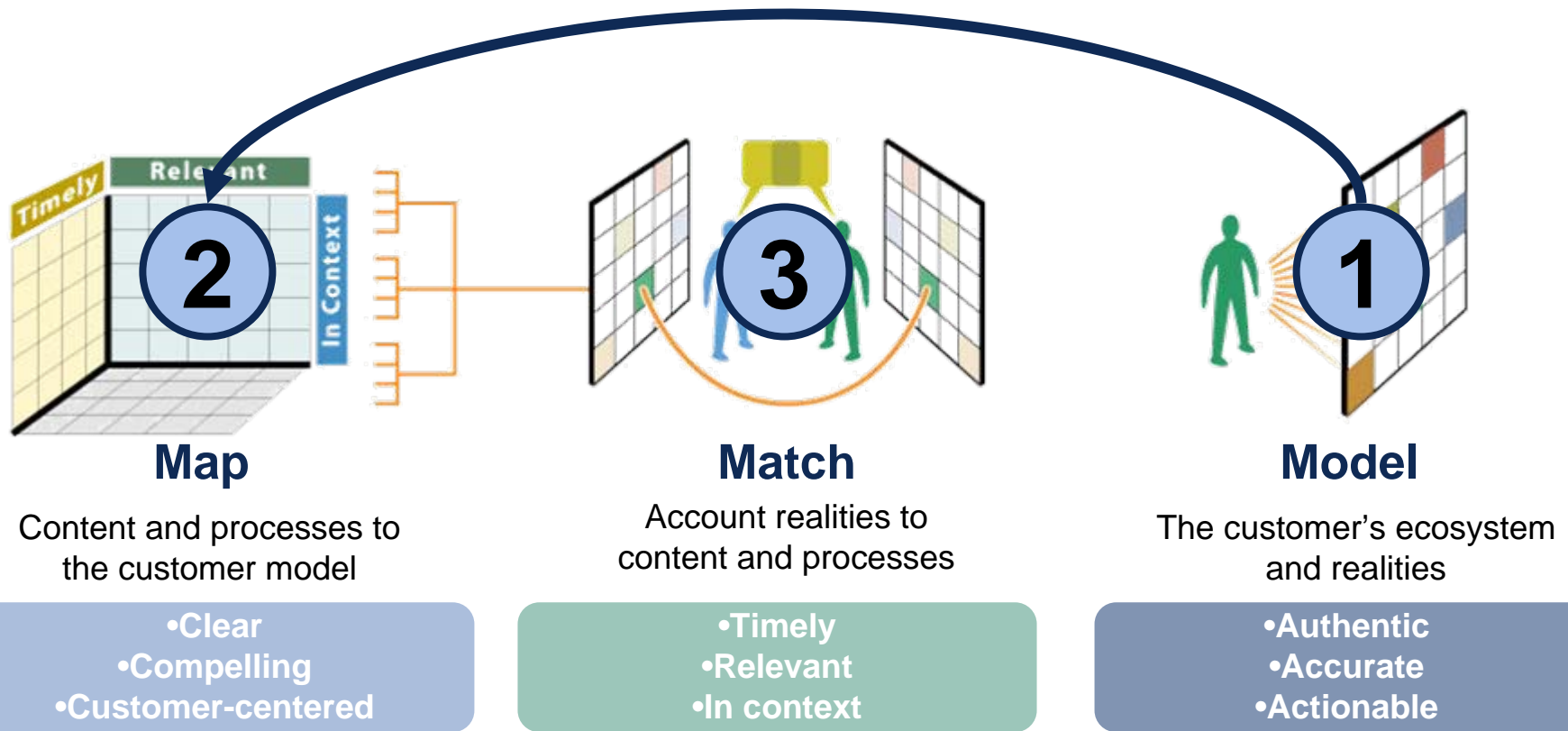
- Tech Adoption Profiles
- Messaging Review
- Customer Value Messaging Assessment

ROI proof

- Industry/Role Opportunity Solution Maps
- Forrester Wave™ Sales Assistant

- TEI Case Studies with Sales Adoption Plan
- TEI ROI Tools with Sales Adoption Plan

Forrester's Methodology



A repeatable framework to develop and distribute the content to fuel a solution selling engine

Value Alignment Assessment

- Forrester's Value Alignment Assessment is a highly customizable engagement that allows clients to identify and address sales challenges, whether they be in verticals, roles, alignment, messaging, accounts, or other specific issues.
- Forrester will work with the client to understand their specific challenges and conduct internal stakeholder interviews to solicit feedback from the organization. Forrester will deliver an interactive workshop in a full-day strategy session.
- Options include:
 - Value Alignment Advisory Day
 - Value Alignment Project (includes interviews)

Thought Leadership Programs

- Thought Leadership Papers help marketers with strategic collateral that outlines the pains and trends in a marketplace. The TLP Effectiveness Program helps marketing and sales use these tools and generate leads from their prospects.
- Options include:
 - Thought Leadership Paper
 - Follow-on/training Webinars
 - Event speeches

Forrester Messaging Assessments

- Forrester's Messaging Review discovers the strengths and weaknesses of your current messaging and helps you better target customers. Forrester's Value Messaging Framework is a comprehensive methodology for creating messaging content that is timely, relevant, and in context.
- Options include:
 - Standard Messaging Review
 - Value Messaging Project

Tech Adoption Profiles

- Tech Adoption Profiles are brief, data-focused marketing documents that highlight technology adoption plans for buyers in a specific market segment. Tech Adoption Profiles are designed to create a sense of urgency with the buyer and show how their peers are adopting a technology category.
- Options include:
 - Tech Adoption Profile
 - Tech Adoption Profile for BDS customers

Industry/Role Opportunity Solution Maps

- Forrester's Role and Opportunity Solution Maps apply an opportunity mapping framework that is based on identifying customer problem areas, roles within organizations who have responsibility to solve those problems, and the possible sectors or firms where this problem is likely to reside.
- Forrester will review your offerings, apply secondary research and data, match your solutions to a problem map, and present actionable recommendations on the opportunity landscape and key implications in your approach to positioning, value proposition, sales, and delivery.
- Options include:
 - Industry/Role Solution Map Project

Forrester Wave™ Sales Assistant

- Use your ranking in the Forrester Wave to connect your offering to the specific needs -- and buying context -- of your target clients and prospects. We utilize The Forrester Wave™ report, quantitative buyer research from Forrester's Business Data Services surveys, and qualitative conversations with your sales executives and reference accounts to create a custom engagement that hits home with customers.
 - Wave Sales Assistant

Total Economic Impact™ (TEI) Studies With Sales Adoption Plan

- TEI offers a variety of sales adoption programs that avoid the fate of most sales and marketing tools that never get used at organizations. From on-demand Webcasts offering practical sales tactics to leveraging TEI and leadership seminars that present effective strategies for value-focused sales conversations to high-insight sales enablement consulting that implements an infrastructure aimed at addressing the ROI of customer challenges, Forrester provides a way for you to unlock the full potential of your investment in TEI.
- Options include:
 - Single/Multi-Company Case Studies
 - ROI Tools
 - TEI Sales Training
 - Value Positioning Consulting

Getting Started With Forrester Consulting

- Conduct scoping/discovery session (1 hr. teleconference) to learn about Forrester's capabilities, and for Forrester to understand your challenges.
- Forrester Consulting will provide an outline of what we can do for you.

Thank You

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