



Avaya Video Collaboration for the Enterprise Sales Playbook

October 2013

Avaya Video Collaboration Solution for the Enterprise

- ▶ Playbook Framework and Use
- ▶ Asset Dashboard
- ▶ Playbook Sales Tools x Sales Stage

Plan

Understand the Market, Offer, and Competition

Pre-Qualify

Generate Interest, Establish Credibility, Identify Solution Needs, Engage Specialist

Qualify

Conduct Stakeholder Meeting, Conduct Demo, Application Discovery

Propose

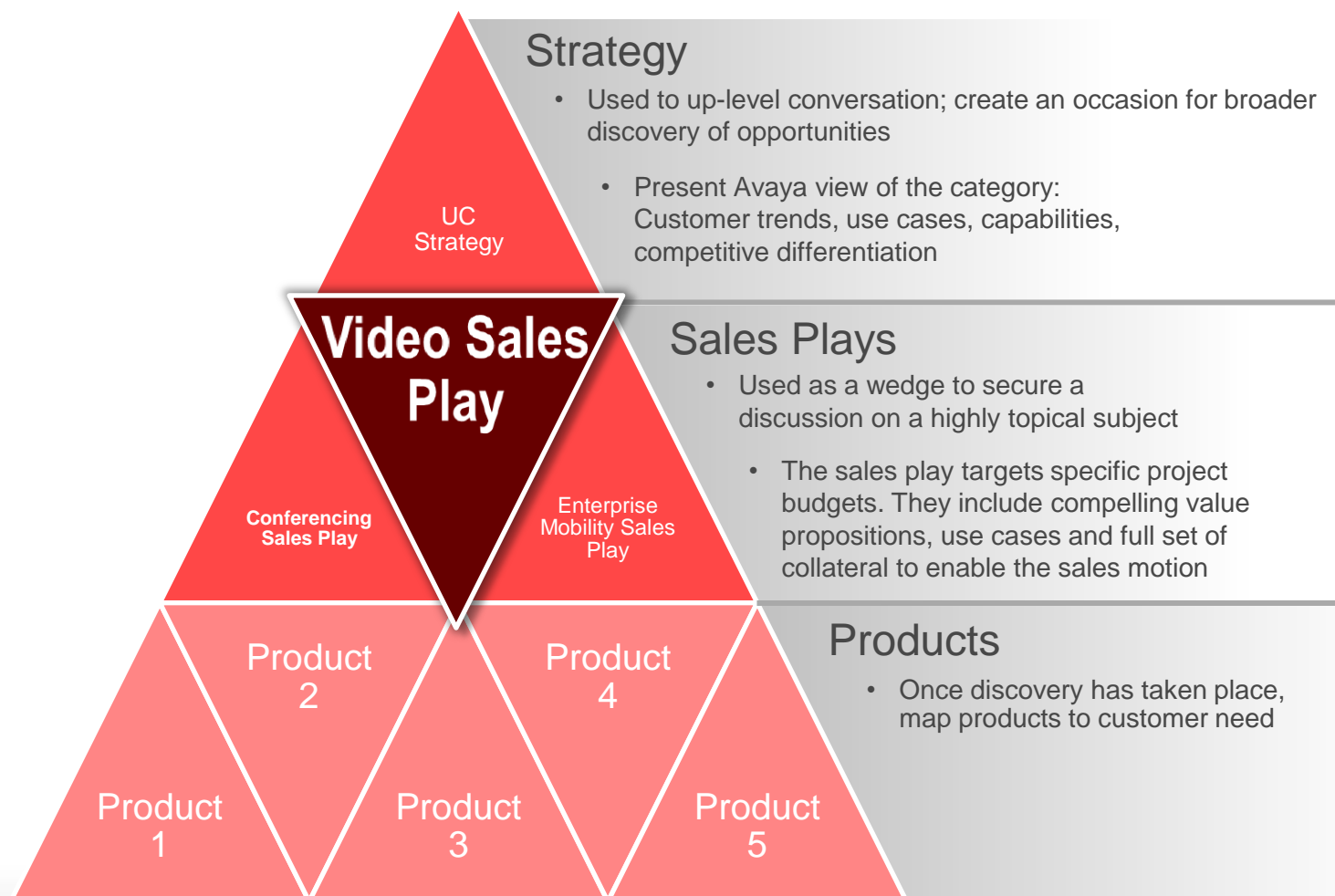
Present Tailored Proposal, Establish Credibility

Contract/Won

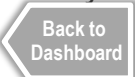
Deliver Final Design and SOW, Evangelize the Win, Drive Customer Adoption

- ▶ Overview of Key Assets

Enabling the Buying Conversation



Avaya Video Collaboration Solution for the Enterprise *Playbook Framework*

- ▶ Accelerates successful sales engagement with customers
- ▶ Ensures alignment of solution marketing collateral with customer conversations by Avaya sales teams & partners
- ▶ How to use this playbook
 - Start at the “Playbook Dashboard” menu page
 - Lists key activities & assets at each stage of sales cycle
 - Hotlinks take you to the supporting slide
 - Use the  button to navigate back to the Dashboard menu
 - See supporting slides for more info on key assets
 - Purpose, Topics, Takeaways
 - Iconic links to download assets in each ‘red ribbon’
 - Leverage the assets, specialists and resources
 - Discover customers business goals and communications needs
 - Select and tailor the assets to match your sales journey
 - Propose best Avaya solution to meet or exceed customers needs
 - Contact your Avaya account team for additional support

Video Collaboration for the Enterprise: End to End Sales Motion

	Plan	Pre-Qualify	Qualify	Propose	Contract/Won
Activity	Understand Market	Generate Interest	Conduct Stakeholder Meeting & Demo	Present Tailored Proposal	Deliver Final Design & SOW
Assets	<ul style="list-style-type: none"> ● Offer Definition 	<ul style="list-style-type: none"> ● Elevator Pitch ● Generating Interest Assets : ● Impact Videos & Beginners Guide to Video ● Scopia Video Clips and Use Cases 	<ul style="list-style-type: none"> ● Customer Presentation ● ROI tool 	<ul style="list-style-type: none"> ● Avaya Solution Designer ● Refer to Distributor's Quoting Tool ● Avaya Video Support Services Brochure 	<ul style="list-style-type: none"> ● Avaya Solution Designer (Design and SOW)
Activity	Understand Offer	Prepare for Initial Meeting	Conduct a Demo	Identify References	Evangelize the Win
Assets	<ul style="list-style-type: none"> ● Offer Definition ● Sales Training Deck ● APSS Certification Curriculum (Scopia APSS) 	<ul style="list-style-type: none"> ● Call Plan Worksheet ● Conversation Guide 	<ul style="list-style-type: none"> ● Live demo resources ● Try Scopia Rooms ● Recorded Demo Resources 	<ul style="list-style-type: none"> ● Scopia Case Study presentation ● Scopia Case Studies ● Customer Gallery 	<ul style="list-style-type: none"> ● Wins Submission Form ● Gallery Nomination Form
Activity	Understand Competition	Establish Credibility		Present Alternative Solutions if needed	Drive Customer Adoption
Assets	<ul style="list-style-type: none"> ● Competitive Resources 	<ul style="list-style-type: none"> ● Scopia Awards ● Avaya Collaboration Trends Guide 		<ul style="list-style-type: none"> ● VaaS 	<ul style="list-style-type: none"> ● Scopia Quick Start Guides
Activity		Engage Specialist & Technical Assessment			
Assets		<ul style="list-style-type: none"> ● Video Specialists ● Scopia Deployment Guides ● APDS Training 			
Ideal Outcome	Prospect List, Knowledge Transfer	Account plan prepared, Customer interested	Customer commitment to engage in next steps inclusive of personalized demonstration	Agreement to purchase	Signed SOW, Agreement to reference
Motion Owner	Account Manager	Account Manager	Account Manager, Specialist	Account Manager, Specialist	Account Manager

Offer Definition

[Back to Dashboard](#)

► Purpose:

- Learn the fundamentals of Avaya Scopia video solution for the Enterprise market
- Overview of the solution description, market, value propositions, selling strategies, benefits, competition, sales processes and more!
- Educate Account Managers, Partners, Specialists and Sales Engineers

► Core Content:

- Value Prop
- Solution Components
- Customer Profile
- Market Analysis
- Pricing, Quoting and Ordering
- Competition Overview

► Key Take-a-ways:

- Ensure full understanding of solution
- Grasp offer elements, process, and procedures


[Scopia Enterprise Offer Definition](#)

AVAYA The Power of Us	
Scopia Enterprise Video Offer Definition	
Version: 09/04/2015	
Table of Contents	
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Sales Training

▶ Purpose:

- Learn the solution from the experts by hearing it directly from the source
- Gain customer and market understanding, and confidence to deliver the message to your prospects.
- Intended for Partners, Account Managers, Specialist, and Sales Engineers (also see Technical Training)

▶ Core Content:

- The Video Conferencing Market - Dynamics, Evolution, Players, Trends
- Selling Avaya's Video Portfolio - Initiating, Motions, Resistances

▶ Key Take-a-ways:

- Familiarize with video conference market, trends and the Avaya Scopia product portfolio.

Avaya Learning Courses

▶ Purpose:

- Avaya Learning courses are required for Partner Certification. Contact your Channel Account Manager for more information.
- Avaya account managers can optionally take these online courses as well to deepen their understanding of the Scopia solution.

▶ Core Content:

- Avaya Professional Sales Specialist (APSS) courses: Scopia APSS (APSS-1401)
 - Video Conferencing Fundamentals for Sales
 - Selling RV Video Solution
 - RV Sales Pitch and Demo
 - RV Services Offering
 - Selling Radvision Scopia 8.0 Level 1
 - Selling Radvision Scopia 8.0 Level 2

▶ Key Take-a-ways:

- Ensure full understanding of solution
- Grasp offer elements, process, and procedures



Competitive Overview

► Purpose:

- Understand competitive landscape
- Educate sales team prior to customer engagement

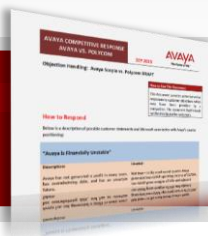
► Core Topics:

- Compares Avaya Scopia offerings to key competitors strengths and weaknesses
- Provided additional information regarding how to compete against Polycom
- Visit the [Avaya Sales & Partner Portal for Competitive updates](#)

► Content

- **Avaya Scopia** - Competitive comparison vs. major vendors
 - **Polycom**
 - Objection Handling **A**
 - Avaya Video vs. Polycom **A**
 - Agenda Setting: Polycom **A**
- ### ► Key Take-a-ways:
- Clearly articulate and support distinct Avaya strengths
 - Ability to proactively position against the competition
 - Revisit to stay current

Avaya Portal Access Only **A**



Avaya Scopia Video Collaboration for the Enterprise:

The Avaya Scopia video collaboration solution delivers powerful, affordable, and comprehensive video collaboration for enterprises of all sizes.

Designed specifically to enable rich video collaboration from the board room, conference room, desktop or mobile device, Scopia video conferencing delivers a **rich face-to-face collaboration experience to anyone with a device and an internet connection.**

See participants in HD video, share and annotate documents, chat with attendees in real-time – all on the device of your choice. **The result: meetings with people across locations are more productive, efficient and meaningful. Your enterprise expands its reach and presence across geographies.**

Fully standards-based and with industry leading interoperability, Scopia video conferencing can **extend and enhance** your existing UC and conferencing deployments. Take advantage of Scopia Video Collaboration in a conference room or executive suite, or as a “virtual conference room” on your network. **Collaborate anytime, anywhere, over any network on virtually any device.**



Assets to Generate Interest

A variety of premium assets are available for partner use on Partner Marketing Central (PMC) and on the [Avaya Sales Portal](#). Here are some get started assets:



Fact Sheet & Product Catalog

- ▶ **Purpose:**
 - Introductory datasheet of full portfolio
 - Catalog overviews Scopia solution in detail, vertical info, deployment diagrams, more...
 - Individual product sheets on portal
- ▶ **Core Topic:**
 - Scopia features and benefits



Mobile Video Infographic

- ▶ **Purpose:**
 - Spark interest with customers and prospects
- ▶ **Core Topic:**
 - Highlights value and trends of mobile video collaboration for the Enterprise



eMail Template

- ▶ **Purpose:**
 - Sales reps can send this email to spark interest and initiate conversations with customers and prospects
- ▶ **Core Topic:**
 - Generate a broader interest
 - Leverage premium assets

 [Download - Fact Sheet](#)

 [Download – Infographic](#)

 [Download - Email Template](#)

 [Download – Scopia Product Catalog](#)

Scopia Video Impact Movies & Beginners Guide to Video



Scopia Video Conferencing

- ▶ **Purpose:**
 - A quick intro to the power of video and the benefits of Avaya Scopia video
- ▶ **Core Topic:**
 - General video benefits and high level solution overview

Scopia Impact Video clip

- ▶ **Purpose:**
 - Spark interest with prospects about the value of Avaya Scopia video
- ▶ **Core Topic:**
 - Highlights benefits of Scopia
 - Overcomes objections
 - Encourages further exploration of video collaboration

Beginners Video Guide

- ▶ **Purpose:**
 - Generate interest in video by sharing introductory information
- ▶ **Core Topic:**
 - Interactive guide for beginners to understand video collaboration terminology and technology

Back to Dashboard

Scopia Video for the Enterprise Video Clips

Pre Qualify:



Scopia XT5000



Scopia Mobile:
Take your meeting anywhere



Scopia Mobile for iPad:
Take your meeting anywhere



How Cool is Scopia
Video Technology

Use Cases:



Amazing Meetings
(Scopia meeting use case)



Impressing Your Customers
(Scopia meeting use case)



Scopia Impact Video

 [Download – Scopia XT5000](#)

 [Download – The Amazing Meetings](#)

 [Download – Scopia Mobile](#)

 [Download - Impressing Your Customers](#)

 [Download – Scopia Mobile for iPad](#)

 [Download - Scopia Impact Video](#)

 [Download – How Cool is Videoconferencing](#)

Call Plan Worksheet

- ▶ **Purpose:**
 - Prepares Avaya sales and partners for their first customer meeting.
 - Helps gather and organize key customer information for meeting with a new opportunity.
 - Once you compile this information, this tool will outline how sales and partners can structure a customer conversation to better define the prospect's business needs
- ▶ **Core Content:**
 - Account background including customer contacts, customer initiatives, current environment, planned approach
- ▶ **Key Take-a-ways:**
 - Organized customer information and plan to conduct effective customer meeting



[Download –
Call Plan Worksheet](#)



[Download –
Conversation Guide](#)



Conversation Guide

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Dashboard

- ▶ **Purpose:**
 - Prepare you for customer conversations for use by Account Manager, Specialist and partner.
- ▶ **Core Content:**
 - Qualifying questions
 - Overcoming objections
- ▶ **Key Take-a-ways:**
 - Deeper understanding of customer's business goals and potential video collaboration applications

Avaya Collaboration Trends Guide & Scopia Awards

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- ▶ **Purpose:**
 - Establish credibility by sharing Scopia industry awards and recognition, and thought leadership content in Avaya Collaboration Trends Guide
- ▶ **Core Content:**
 - Industry recognition awards for product innovation, technology leadership, top ratings from analysts
- ▶ **Key Take-a-ways:**
 - Build confidence in customer about quality and leadership in Avaya video solutions



[Download – Collaboration Trends Guide](#)

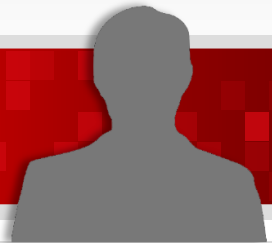


[Download – Awards Slides](#)



Specialist Coverage Map

- ▶ **Purpose:**
 - Identify your Video Sales Team specialist for support if required
- ▶ **Core Topics**
 - Engagement model defined
 - Specialist contact details provided
- ▶ **Key Take-a-ways:**
 - Contact your specialist early in process
 - Contact your Channel Account Manger (CAM) and Channel Marketing Manger (CMM)
 - Leverage their skills & expertise



EMEA Video Team
Tel. +49 6975052323
reginemueller@avaya.com



APAC Video Team
Tel. +85 234724408
grace@avaya.com



Americas Video Specialists Coverage Map

Avaya Learning Technical Training

- ▶ **Purpose:**
 - Avaya Live courses for technical sales team members provide deeper solution knowledge
 - Offered for Partner certification. Contact your Channel Account Manager for more info.
- ▶ **Core Topics:**
 - Overview of Scopia video products with a focus on technical content and design
- ▶ **Key Take-a-ways:**
 - Understanding technical environment



APDS Training



Deployment Guide

- ▶ **Purpose:**
 - Intended for Technical Specialist to understand technical environment
- ▶ **Core Topics:**
 - Review and gather customer information required to complete
 - Solution Overview
 - Supported Use Cases
 - IP Office Installation
 - Scopia XT Server Installation
 - Available Technical Documentation
- ▶ **Key Take-a-ways:**
 - Ability to provide technical overview and installation



Scopia Solution
Deployment Guide



Customer Presentation

- ▶ **Purpose:**
 - Deliver a customer presentation that highlights Scopia video solutions and differentiators
 - Gain solution validation thru customer discussions
- ▶ **Core Topics:**
 - Avaya solution strengths
 - How solution addresses business issues
 - Articulate your customer's use case based on discovery conversation
- ▶ **Tips:**
 - Include a Scopia demo as well
- ▶ **Key Take-a-ways:**
 - Customer understanding of Avaya differentiation and solution business impact
 - Gain agreement for personalized demo



**Customer Presentation –
Avaya Scopia Solution Overview**

Return On Investment (ROI)

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Dashboard

- ▶ **Purpose:**
 - Use this tool to calculate the real savings in your organization with Avaya Video Solutions
- ▶ **Core Topics:**
 - Illustrate financial value of solution based on customers own data
- ▶ **Key Take-a-ways**
 - Simple Return On Investment to show payback
 - Discuss additional benefits such as improved productivity, faster time to market and other “soft benefits” as well



**Scopia Video Solutions
- ROI Calculator**

Live Scopia Demonstrations

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► Purpose:

- Conduct personalized demo leveraging information about the customer's environment and objectives.
- Show how the solution addresses business issues

► Core Topics:

- Demonstrate unique value of Scopia video
- Accessibility and ease of use
- Show BYOD video connectivity at customer end/devices
- Stress differentiators including investment protection, extensive interoperability, and value to your customer's use case.

► Tips:

- Demonstrate experience from email invite, moderation, content share and other functionalities.
- Test onsite video connectivity prior to meeting.

► Key Take-a-ways:

- Differentiate Avaya Scopia video
- Customer envisions solution in their environment
- Encourage customer to share/experience with others
- Consider creating a personalized 14 day room trial if necessary

To request a Scopia demo, contact your distributor or email Avaya:

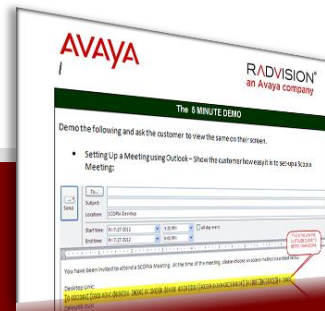
Americas: ScopiaDemos@avaya.com

EMEA: TryScopiaEMEA@avaya.com

APAC: TryScopiaAPAC@avaya.com



Scopia Demo Script




Scopia Quick Reference Card



Recorded Scopia Demonstrations

► Purpose:

- Show solution in action through a recorded customer demo session when a live demo is not feasible
- Spark interest with the customer

► Core Topics:

- Introductory video clips will spark interest with the customer
- Quick Start Guides show step x step product use

► Tips:

- Select best recorded demo based on customer needs
- Include recorded clips in presentations or share with your customer as a leave behind

► Key Take-a-ways:

- Customer envisions solution in their environment
- Encourage customer to share with others
- Gain agreement for personalized live demo



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Quick Start Guide](#)



[Download
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Quick Start Guide](#)



[Download
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Quick Start Guide](#)



[Download – SCOPIA
Conferencing – Demo It!](#)



[Download -
Scopia Video Conferencing:
It Just Works](#)

14 Day Trial TryScopia Campaign

- ▶ Encourages first hand user experience with personal 14 day Scopia trial
 - Target Line of Business (LOB) users
 - Prospect receives nurturing emails and assets to prospect during the trial and is contacted by Inside Sales to qualify
 - Available in US, Canada and LATAM
- ▶ Simple registration, provides great 14-day experience, stay engaged with your customer during the trial

Invite your prospect to a Scopia video meeting during their trial period to ensure they experience the benefits of Scopia



@ [14 Day Trial Web Campaign Form](#)

30 Day Trial TryScopia Room

- ▶ Scopia virtual room demos help sell our video conferencing solution
- ▶ Determine your trial strategy
- ▶ Avaya Account Managers establish a personal TryScopia room for qualified prospects to experience Scopia video conferencing firsthand
 - Log into SFDC and complete the Room Request Job Aid for your sales opportunity in Stage 2 or higher.
 - Select 7, 14 or 30 day trial.
 - After submitting the form, a Try Scopia room is automatically created and your customer is notified via email.
 - Reporting tools in SFDC are allow you to see usage statistics
 - Avaya Account Managers: Contact Scopiatrials@avaya.com for assistance to answer any questions.



@ [30 Day Trial Sales Support Request](#)

Quoting Tool

- ▶ **Purpose:**
 - Partners refer to your distributors' preferred quoting tools
 - Use ASD to quote proposals for Avaya Enterprise Video Solutions
- ▶ **Core Topics:**
 - Provide customer quote, configuration and service options
 - Avaya quoting tools prompt user to select video solutions
 - Refer to Avaya Video Services Support Offer
- ▶ **Key Take-a-ways:**
 - Tailored quote for customer
 - Quotes are good for 60 days

 [Avaya Solutions Designer Configurator Tool](#)



Tailored Proposal

- ▶ **Purpose:**
 - Summarizes specific business issues identified and benefits with ROI realized
- ▶ **Core Topics:**
 - Executive Summary (aligned to customer's specific business issues)
 - Statement of Work
 - Budgetary Quote
 - ROI
- ▶ **Key Take-a-ways:**
 - Customize proposal to clearly identify the specific customer business issues and how solution solves

 [Avaya Video Support Services Offer](#)



Customer References

▶ Purpose:

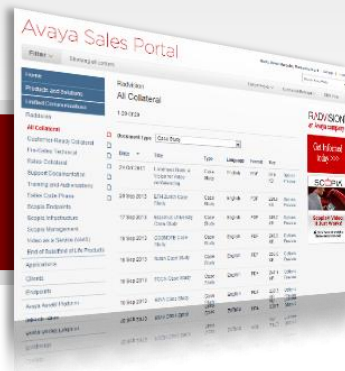
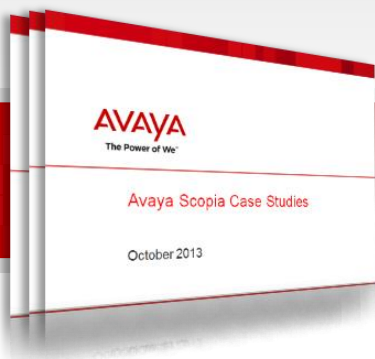
- Demonstrate prior successes to your customer
- Share proven applications that solve business issues

▶ Core Topics:

- Highlight customer references
- Scopia Case Study presentation
- Published case studies on Sales Portal and Customer Gallery

▶ Key Take-a-ways:

- Customer confidence of using this solution in their organization
- Confirmation of business value of Scopia video collaboration



Customer Gallery References

Recent Wins/Success Stories

- ▶ **Purpose:**
 - As necessary, share successes to convince this opportunity that the decision they are making in Avaya is a wise one
 - Use the Wins Around the World Job Aid to help you leverage these internal win profiles and account team strategies
- ▶ **Core Topics:**
 - Leverage referencable successes when pursuing new customers.
- ▶ **Key Take-a-ways:**
 - Be prepared to incorporate stories into presentation.

Avaya Customer Gallery

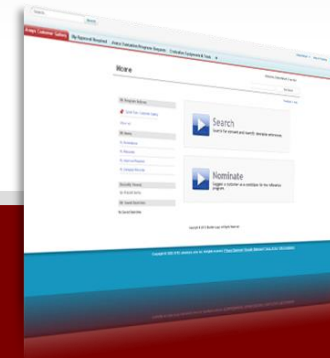
- ▶ **Purpose:**
 - To supply the most appropriate references, upon request.
- ▶ **Core Topics:**
 - Use the Customer Gallery as your 'go to' destination for named references.



Search

Search for content and identify desirable references.

- ▶ **Key Take-a-ways:**
 - Customer evidence is one of the most influential factors in the buying process
 - The Customer Gallery is designed to help close sales faster



Final Configuration

- ▶ **Purpose:**
 - Serves as final, negotiated contract including terms and conditions scoping the entire project.
 - Work closely with your distributor
- ▶ **Core Topics**
 - When designing a customer solution through the ASD, the user is asked a series of questions.
 - The answers are used to define the system components required to support the customer's needs
- ▶ **Key Take-a-ways:**
 - Configurations can be saved and updated as needed

Expand Reference Base

- ▶ **Purpose:**
 - Publicize the win internally using the Wins Submission form
 - Avaya sales can submit **A**
 - wins@avaya.com
- ▶ **Purpose:**
 - Nominate your customer into the Gallery using the nomination form
 - Grow reference data base **A**



Nominate

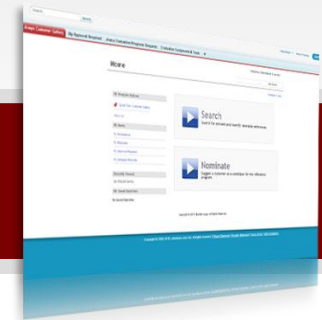
Suggest a customer as a candidate for the reference program.



[Avaya Solutions Designer Configurator Tool](#)



[Global Wins Of the Week](#)



[Avaya Customer Gallery](#)

Drive Customer Adoption

▶ Purpose:

- Create Awareness of new video solution with new users
- Encourage end user adoption

▶ Core Topics:

- Introduction to video conferencing to users in the Enterprise
- Leverage these step x step Scopia Quick Start Guides

▶ Key Take-a-ways:

- Customer confidence to use this solution in their organization
- Invite your new customers to a Scopia meeting !
- Discover new applications



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