

Breaking into New Vertical Markets

Topics:

- Opportunity at local levels
- How to share data among law enforcement
- Understanding EMR/DR's Needs
- Sled
 - o Needs vs. budgets
 - o Re-entry
- What's a Vertical? Why care?
- Managed Services for Drs.
 - o Banking –Security
 - o Multiple Vertical
 - o Security

Areas of interest:

- IP forensics
- Healthcare
- Finances
- Law, utilities
- Gov't, k-12
- Online/on demand training
- Real estate
- Oil/gas
- Construction

Where are Vertical Markets?

- Social Networking
- Accounting
- High-tech
- Medical/Dentist
- Manufacturing/Distribution
- Education/Gov't
- Finance
- Legal
- Healthcare
- Horizontal Technologies
- Small Business
- Video Edit
- Retail
- IT Outsource –MNS
- Industry experts
 - o Customer referrals, incentives
 - o Application experts
- Property developers
- Industry/Trade Association
- Professional Organizations
- Chamber of Commerce

- Customers of your customers

Best Practices on Verticals:

- Video Customer Testimonials about how they use VAR products/services
- Effective Demand Generation
 - o Chair User Groups
 - o Chamber of Commerce
- Microsoft/Cisco NOW (Network on Wheels) VAN in conjunction w' CoC
- Join Industry and/or Trade Organizations for that Vertical
- Professional Organizations
- Internet Social Networking (HOT TOPIC OF DISCUSSION)
 - o Twitter, Facebook, LinkedIn, YouTube
 - o Listen to learn, Follow clients, Use it to generate demand
 - o Customers of your Customers – Viral Video
- Property Developers
- IT Outsource – MNS
- Vertical Knowledge is key to Trusted Advisor
- Hire Industry knowledge
- Use Industry known speakers for 1:many events/DG
- Application Expertise – Industry specific
- Collaborate with other Business that complement your practice

Generating Leads:

- Clients/new customers write a blog
- Hire industry knowledge – sales, relationships
- Facilitate user groups
 - o Neutral (ie. Furniture/office stores)
- Social networking (Twitter, FB)
 - o Listen!
 - o Use it!
- Video – quick fixes, instructional
- Customer quotes on website
- Head share amongst expo vendors
- Amex recharge (sale incentive/referral)

Techniques:

- determine software for those markets
- Attend trade association meetings/conferences
- Identify leverage opportunities
- Focus marketing efforts on the vertical
- Become an expert on the vertical
- Shotgun approach does not work
- Hire consultant to train staff on the vertical
- 1-2 verticals only per rep is ideal
- Create a local social network to portray as an expert
- Ask customers for references
- Partner with other experts

Build out MNS:

- Complementary & Adjacent
- Research
 - o Experts with solutions
 - o Care abouts
 - o Industry experts

How to become experts?

- Do you work with partners or competitors? Do you collaborate?
- Must become a trusted advisor

EMRANDHIPAA.COM Stages:

- Innovation
- Early Adoption
- Early Majority
- Late Majority
- Laggard

Other Notes:

- Stimulus Spending
 - o Gov/Fed
 - o Health Care
 - o Trans
 - o Sled (e-rate)
- Void Technology Alignment
- Diversify/Collaboration in industry
- Sales Trading
- Breaking In
- Connecting with decision makers
- Sales comp models
- build out MNS => vertical experts, either on staff or outsourced
- look for complementary products and verticals – adjacent
- industry associations
- Research, find experts with solutions
- Be a trusted advisor
- Find and use “care abouts” & policies, from vendors, associations, etc.
- Stay engaged / continuous research
- Specialize
- Customer satisfaction => get testimonials and use them

CompTIA help:

- Post on web lists of vertical specialists for our resellers to hire