



CASE STUDY / HEWLETT PACKARD ENTERPRISE AGILE GTM SKUNKWORKS

Hewlett Packard Enterprise (HPE) was beginning a new partner initiative with a technology leader and wanted to make sure this strategic partnership got off the ground in the best possible way for their sales reps.

THE CHALLENGE

New initiatives are often difficult to get off the ground because of the need to interrupt the existing workflow and workload of relevant groups across silos. Frequently, new technology initiatives are complex and difficult to understand, and if it's a strategic partnership, it can be even more challenging because some level of negotiating is still going on between the partners. Learnings in the early stage individual deals of emerging initiatives rarely make it back to the teams that are building the messaging and selling tactics.

WHAT DID PEARSON DO FOR HPE?

Using agile principles as a guide, we dropped in a small team that worked with the Partner Business Manager & Chief Technologists in the regions who were pitching the early deals to mature the messaging based on the responses they were receiving in these early client encounters. Through those real-time working sessions, we fine-tuned the in-process messaging so that the latest thinking was incorporated before the next meeting.

We adjusted the messaging and selling tactics in real-time and captured insights into regions, industries, and client types. With each of these "live fire at-bats," we were able to test messages and theories each time and iterate on what worked and what didn't. These agile sessions demonstrated marketing value to pursuit teams and built trust and foundation for meaningful collaboration down the road.

With Sales and Marketing working together, the team sharing and learning helped the core team move forward quickly with productive collaboration throughout the initiative. Each session was a way to test the execution of the gathered insights, and create and revise enablement materials in real-time to help HPE execute quickly regarding emerging initiatives.

WHERE HPE STANDS APART

Data storage and management

Multiple data replication, mobility, and migration solutions to provide persistent data storage

AI-powered analytics

Optimize your infrastructure with AI-driven analytics and recommendations

A range of platforms and procurement models

HPE has multiple solutions depending on your customer strategy for Hybrid Cloud and Production

Hybrid cloud leadership and consulting options

HPE is a recognized leader in hybrid cloud and application modernization

HPE wanted a slide library with the latest thinking that could be updated in real-time as deals progressed.

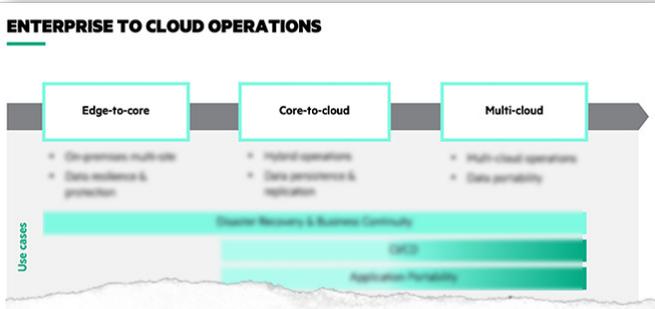
We used customer responses to early pitches to strengthen the messaging and adjust Sales tactics. At the end of the engagement, we packaged the learning and messaging changes in the format of the various groups that would be responsible for ongoing support of the solution. This eliminated time and opportunity for error as the standing groups got their arms around the new offering.

WHAT WAS SIGNIFICANT?

The agile process we implemented with HPE for this strategic initiative led to:

- Faster execution for emerging initiatives
- Structured learning and feedback for early customer interactions
- Accelerated full GTM rollouts
- The introduction of marketing skills and finesse to high-value sales pursuits
- A connective feedback loop to marketing constructs and account team agendas

Don't wait too long to incorporate your sales force's latest learnings. Pearson & Co. can help you implement real-time material updates through agile sessions that test theories and make adjustments for the next meeting based on what was said in the previous meeting.



We worked with HPE Chief Technologists to develop easy-to-understand models for Sales presentations.



The slide library included expertise from various SMEs and sources, and was updated in real-time to ensure up-to-date thinking.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or if you'd like to explore contextual selling best practices, such as strategic messaging, high-value pursuit support, sales playbooks, and guided selling tools, visit us at www.contextual-selling.com.