



Qualifying and Warming Leads:
Working with DeskTone to find, validate and
close viable business opportunities

What is this?

What do I sell?

Who do I sell to?

How do I sell it?

Who will I sell against?

Where do I go for help?

What is this?

We created this guide as a complement to our training and in-person assistance—and in order to help you better identify, qualify and warm viable leads for your Desktops as a Service™ (DaaS) solution, a hosted virtual desktop delivered as a monthly subscription service, that can then be effectively closed with DeskTone support.

As such, you will find in this sales guide everything you need to know in order to reach the point at which you can prove and register a viable lead with DeskTone, including:

- Use cases, target markets, decision makers and low-hanging fruit
- Qualifying questions
- Handling objections
- Configuring and pricing
- Competitive differentiation and unique value proposition

Most importantly, you will find the kind of insight that will make your day to day easier—sample conversations and elevator pitches tailored to both the enterprise and midmarket spaces, honest, pointed competitive comparisons and sales tips peppered throughout.

Good luck and good selling!

“DaaS leverages service providers’ technical expertise, proven consulting methodologies, outsourcing experience and global coverage—and has no hardware agenda.”

The three most important things to take from this sales guide

After reading this sales guide, it is our hope that you will know and understand three key points:

1. **Desktops as a Service is a service.** It’s not a custom service, nor a custom product. Rather, the DaaS service is distinct and finite—and includes a recurring revenue stream. It’s meant to be low friction and can quickly move from a pilot to onboarding within user organizations.
2. **Hosted virtual desktops are not a panacea for every user.** Hosted virtual desktops are appropriate for most customers, but not every environment within a customer setting is appropriate for hosted virtual desktops. And using them does not, by definition or rights, eliminate an organization’s requirements and responsibilities as they pertain to desktop management. While this means you need to up sell these additional services, it also means that security-conscious prospects do not have to consider relinquishing control of their patching, provisioning and deprovisioning and identity and access management.
3. **There is definitely a sweet spot for DaaS**—and targeting that sweet spot early and often will help you shrink time to close. If you can’t check all of the below with regard to a prospect, you are not talking to a low-hanging-fruit opportunity. That doesn’t mean the prospect is not viable; it just means it will take more work on your part to warm and close it. Your best-bet prospect:
 - Has already deployed virtual desktops internally (would already be enjoying some benefits, but also seeing some cracks; installation should be up and running a minimum of a year)
 - Is attempting to service users in multiple locations and/or geographies
 - Has a total potential user population of at least 500
 - Would speak of use cases for call centers, contract employees, offshoring and work-from-home initiatives
 - Is in the Financial Services, High Tech and Pharmaceutical/Biotech industries

What do I sell?

At its core, the tangible thing you are selling is DaaS, which is a hosted virtual desktop delivered as a monthly subscription service (with an associated SLA) that is hosted and managed by you.

The DaaS service is comprised of:

1. **Virtual desktop container** (the hosted virtual desktop), which uses the customer's desktop operating system image and applications (WinXP, Win7, Linux and job-specific software)
2. **Virtual-D Portal**, a policy-based, self-service web interface for end users to access from anywhere to use their virtual desktop or desktops, submit requests for resources and engage the help desk
3. **Enterprise Center**, a web-based interface for such IT administration activities as provisioning, deprovisioning and group policy administration

Sales tip: Timing is everything

A typical DaaS sale will take one to two quarters to close, and for almost all, it will always include a pilot of at least a quarter after that. In other words, it will realistically take nine months before you can ink a full deal, so start with low-hanging fruit whenever and wherever you can.

Enterprise VDI vs. DaaS

Enterprise VDI is a hosted virtual desktop environment that runs on a company's own data center servers. This approach centralizes virtual desktops onto physical host servers, providing:

- Always-on desktops that are easily managed from a single location
- Improved security and compliance
- A dramatic reduction in desktop deployment and maintenance complexity
- Simplified issue resolution and recovery
- Genuine Windows client environments that are customizable and instantly accessible anytime, anywhere

While the traditional Enterprise VDI model delivers a multitude of benefits, it is not without its challenges. These include:

- **Solution stack complexity:** Component technologies are most often delivered by different vendors, making management inefficient, cumbersome and risky.
- **Data center limitations:** Enterprise data centers are designed to host servers—not desktops.
- **Software constraints:** Virtual desktop software platforms are architected in a manner that inherently limits their scalability.
- **Operational overlap:** Because internally deployed virtual desktops span many IT organizational silos, there is no single point of accountability.

DeskTone's Desktops as a Service model eliminates cost and complexity by transforming Enterprise VDI into third-party subscription service. As such, organizations can outsource the deployment, operations and related hardware of their virtual desktop infrastructures to service providers, while retaining control of their desktop environments. This, in turn, allows DaaS to deliver all of the benefits of the traditional model without creating the undesirable costs or risks associated with building or maintaining an internal deployment.

Sales tip: Don't forget the benefits!

Although it's certainly important to provide a detailed picture of the unique technical features of the DeskTone solution, you cannot get so wrapped up in them and the architecture that you forget to speak in business terms. Following are the top four benefits of deploying DaaS:

1. **Improved manageability and flexibility:** Because companies do not have to build their virtual desktop infrastructures, they can quickly deploy and scale virtual desktop environments—even to remote locations. As such, IT can deliver best-fit desktops, providing highly efficient user environments tailored to specific needs.

For enterprises, that means their IT departments can easily handle many critical projects that, until now, have consumed tremendous time and resources. These include:

- Work-from-home initiatives
- Transitioning end users to employee-owned PC models
- Rapidly deploying desktops in new offices
- Initiating effective desktop disaster recovery plans
- Eliminating tech refresh challenges; you, the service provider, scale the company up and down as dictated by its needs and requirements

For the midmarket, that means the ability to quickly realize the full benefits of centralized virtual desktops without any burn of human or capital resources.

2. **Enhanced security and compliance:** DaaS secures access to physical desktop assets and data by virtualizing those resources and centralizing them in the data center. This improved protection helps companies increase their compliance postures.
3. **Improved end-user access and availability:** Enterprise IT departments can improve service-level agreements with end users, providing employees with reliable, always-on desktops. And for both the midmarket and the enterprise, that means they can afford them anywhere, anytime access to specific desktops and related infrastructure components.
4. **Dramatically reduced desktop TCO over time:** Companies can reduce capital expenditures and shift computing costs from CAPEX to OPEX, since they don't have to own or maintain the physical assets needed to support DaaS. Desktop costs are reduced by as much as 25% per desktop per year via decreased IMAC and help desk labor and low-cost client devices that have longer lifecycles and require less power. Data center costs are also minimized because there is no need for hardware, rack space, floor space, power or cooling to support the necessary infrastructure.