

Remote but not removed.



High level DOs and DON'Ts to support your partners and maintain business continuity during the COVID-19 crisis.

DOs

Find out where your customer is right now and how you can help.

They are working to meet the needs of many stakeholders, don't assume you know where their biggest priorities are. Everything may have changed since last you spoke.

Appreciate there will likely be re-prioritization of work in the account.

Know that your customer needs could very likely be different now. This may change again, in the next few weeks and months.

Understand that there will be new work based on a strategic review.

Different industries and different firms in each industry will evaluate how best they can adapt. Building relationships during this phase will be key to participating in their future plans.

Assist customers based on what they already have from you/Red Hat. Help them understand if, based on their expressed needs, they are optimizing their Red Hat subscription NOW.

Helping your customer optimize their current subscription right now, particularly if they aren't aware of what they already have that helps with business continuity, will demonstrate your committed support.

Empathize with the customer on the economic impact of the virus.

Be mindful that you don't know the health and welfare of their loved ones and colleagues, nor the pressures they are under.

DON'Ts

Start the conversation based on your pre-COVID sales discussion.

Your customer is likely inundated with communications from many vendors. Stand apart with an earnest interest in how they are doing.

Aggressively check in on when the re-prioritization of work in the account will be complete.

Timelines, priorities, personnel, logistics could all very well be different now. Staying adaptable to your customer as your priority will lead to opportunities later on.

Worry that there won't be enough technology investment.

This first phase is an unprecedented opportunity to build a connection with your customer, deepening their trust in you.

Use this as an opportunity to sell to new prospects.

Illustrate the value your technology/Red Hat delivers. Without it, positioning new products will be harder down the road, when they are ready to consider.

Use the worry to position net new initiatives.

Strategic review is likely underway for initiatives. Planned spending will likely change. The time will come to position Red Hat alternatives to more expensive competitor products, and for net new offerings. It is advised at this early stage (or unless your customer asks) - to focus on how they can get the full value from the products they already have.

We don't have all the answers, but we will find them, together.

SYNNEX is here to help.



redhat@synnex.com