How to sell OpenERP
Out-of-the-box vs. Implementation

1

FRANCOIS PIETQUIN

-

DIRECTOR OF BUSINESS DEVELOPMENT APAC
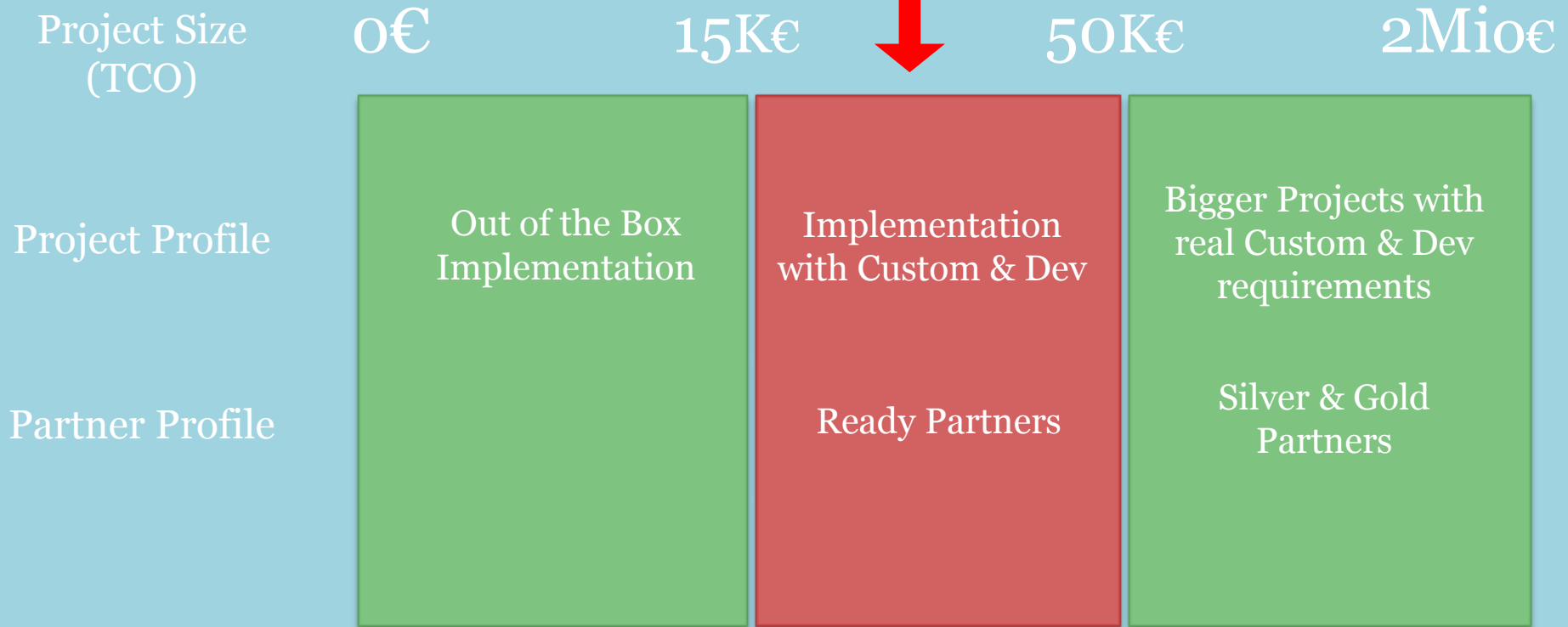
Choose

The Right Strategy

- **Out-of-the-Box**
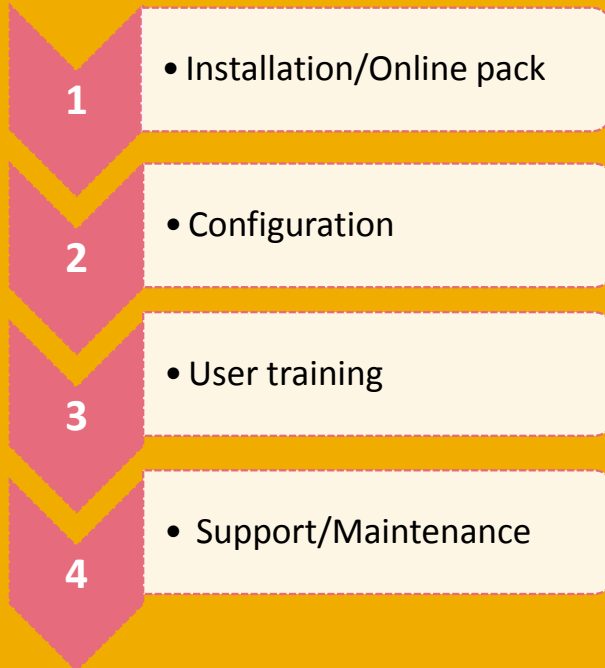- **Project implementation**

Strategies

Danger Zone

Project Size (TCO)	0€	15K€	50K€	2Mio€
Project Profile		Out of the Box Implementation	Implementation with Custom & Dev	Bigger Projects with real Custom & Dev requirements
Partner Profile			Ready Partners	Silver & Gold Partners

Strategies

4

	Out-of-the-Box	Project Implementation
Target Clients	1 to 25 users	> 25 users
Partner Profile	Reseller / Functional Expert	IT company / System Integrator
Success factors	Sales & Marketing	Project Management
Offer	Standard solution	Tailor made solution
Deployment	Online or Local	Local
	Growth Strategy	
Custom development	NO or Very Limited	YES
Annual Growth	Get numerous clients	Get bigger clients

Deployment methodologies

Out-of-the-box
Packaged offer

1
- Installation/Online pack

2
- Configuration

3
- User training

4
- Support/Maintenance

Implementation project
Service offer (man*days)

1
- (GAP) Analysis

2
- Custom Development

3
- Configuration

4
- User training

5
- Support/Maintenance

Reseller

RULES OF SELLING

OpenERP

Do not cover 100% of the client needs

○ Respond to 90% with standard solution

○ Phase your selling stages

○ Better ROI

Start from the **Product**

○ Do not begin from the client needs

Make your client
Live in a limited # of days

- Do not propose a full detailed analysis
- Stick to the minimum coverage

Reseller

STAGES OF SELLING

Monitor and manage

Local leads acquisition

- Talk about the product - 100% OpenERP
- Webinars
- Organize joint events
- Social media
- Mailing (valuable content)

Make SURE to

Qualify nicely

- Identify Business Scope
- Translate in Standard OERP functionality
- Avoid complexity
- No customisation

Practice

Demonstration skills

- Show the right applications
- Trigger sales

Design, Structure & Integrate

A good quotation

○ Min 3 days of onsite services
  ○ System setting
  ○ End- users training

○ OpenERP Enterprise
  ○ Margin selling (up to 50% Reseller discount)

Reseller – Stage #4

Man-Day rate	950 €	
Setting & Training		**Total**
CRM	0.5	475.0 €
Sales	1.0	950.0 €
Purchase	1.0	950.0 €
Data Import		
Import address book	0.5	475.0 €
Maintenance		
OpenERP Enterprise: 1-10 users		4,200.0 €
Total Project		**7,050 €**

Implement quickly to…

Up-sell faster!

- Extra modules
- Training sessions
- Support

Integrator

(17)

RULES

Split the project
in several phases

- No big bang approach
- Reduce risk
- Increase control
- Speed up sales/project cycles

OpenERP

Build a

Long-term relationship

- ○ Avoid the one shot
- ○ Trigger a reflection on their 2y-3y business initiatives
- ○ Propose a roadmap

Integrator

20

STAGES OF SELLING

Qualify properly

- Qualify the customer and the project
- Discuss the agenda
- Non-valuable prospects = waste of time

Excellence in

Demonstration

1. Stick to your scenario
2. Adapt to client processes
   - Import some client datas
   - Change workflows, views

Promote

The GAP analysis!

- Estimation of project time & costs
- 70% certainty
- Limited time (4-10 days)
- Convince on the feasibility
- Allow to exit the project

Structure your **Offer**

Implementation Services — # of Days

1st Level Support — # of Hours

OpenERP Enterprise — Fixed Price

Build a relationship to

Up-sell

○ Analysis

○ Additional customizations

○ Support

Reseller - Integrator

SALES TIPS

Communicate on
Achievements

○ Create a blog
○ Organize webinars

OpenERP

Collaborate with

Your Account Manager

Be part of

The Community

- References
- Localizations
- Share experience

Thank you

fpi@openerp.com

Build **Your Team**

Out-of-the-Box	Project Implementation
1 sales person (hunter)	1 sales person
1 functional expert	1 project manager
	1 analyst / functional consultant
	1 programmer

Factor #3 – Promotion

32

Promote OpenERP…

- Website
- Talk about the product
- OpenERP brand
- Webinars

- Organize joint events
- Social media
- References
- Mailing (valuable content)

Promote OpenERP...

A few examples...

Promote OpenERP…

- Website
- Talk about the product
- OpenERP brand
- Webinars

- Organize joint events
- Social media
- References
- Mailing (valuable content)

… to generate **New leads**

… and to sell to your

Existing customers

- Present the product
- Save time

#1 – Choose the adequate strategy
#2 – Get your team ready
#3 – Promote!
#4 – Generate new leads
#5 – Don't forget existing clients

38

Focus on

Valuable prospects

Reseller

- Identify Business Scope
- Translate in Standard OERP Business Scope
- Avoid complexity
- No customisation

OpenERP

Focus on

Valuable prospects

Project implementation

- Qualify the customer and the project
- Discuss the agenda
- Non-valuable prospects = waste of time

40

Prepare your

Sales Speech

Reseller

- Start from the product
- Do not try to cover 100%
- Quick implementation

- Quick ROI
- Step-by-step approach
- Usability

Prepare your

Sales Speech

Project Implementation

- ○ Control code
- ○ Partner freedom
- ○ No big bang approach
- ○ Usability

- ○ Reduced risk
- ○ ~~License fees~~
- ○ Budget = customization

Learn & Practice

Demonstration skills

- A good **DEMO** gets your prospects excited
- A good **DEMO** insures you to be shortlisted
- A good **DEMO** sets the expectation right
- A good **DEMO** is worth a thousand words
- Competitors have better presentations, but no **DEMO**

#1 – Choose the adequate strategy

#2 – Get your team ready

#3 – Promote!

#4 – Generate new leads

#5 – Don't forget existing clients

#6 – Qualify properly

#7 – Adapt your sales speech

#8 – Be able to demo

Design, Structure & Integrate

A good quotation

Reseller

- Min 3 days of onsite services
  - System setting
  - End- users training
- OpenERP Enterprise
  - Margin selling (up to 50% Reseller discount)

Factor #9 - Quotation

Man-Day rate	950 €	
Setting & Training		**Total**
CRM	1.0	950.0 €
Project Management	1.0	950.0 €
Sales & Purchase	2.0	1,900.0 €
Data Import		
Import address book	0.5	475.0 €
Maintenance		
OpenERP Enterprise: 1-10 users		4,200.0 €
Total Project		**8,475 €**

Design, Structure & Integrate

A good quotation

Project Implementation

○ /

Promote the GAP analysis before the quotation !

Promote

GAP Analysis

- Estimation of project time & costs
- 70% certainty in a limited time (4-10 days)
- Convince on the feasibility
- Allow to exit the project

Include the

OpenERP Enterprise

in your first quote.

- Support
- Security alerts
- Unlimited bug fixing
- AGPL + Private use
- Migration

OpenERP

49

Understand, Monitor & Manage
Deployment methodologies

- Follow regular webinars www.eventbrite.com

Factor #10 – Deployment

50

Implementation project
Service offer (man*days)

1 • (GAP) Analysis

2 • Custom Development

3 • Configuration

4 • User training

5 • Support/Maintenance

Out-of-the-box
Packaged offer

1 • Installation/Online pack

2 • Configuration

3 • User training

4 • Support/Maintenance
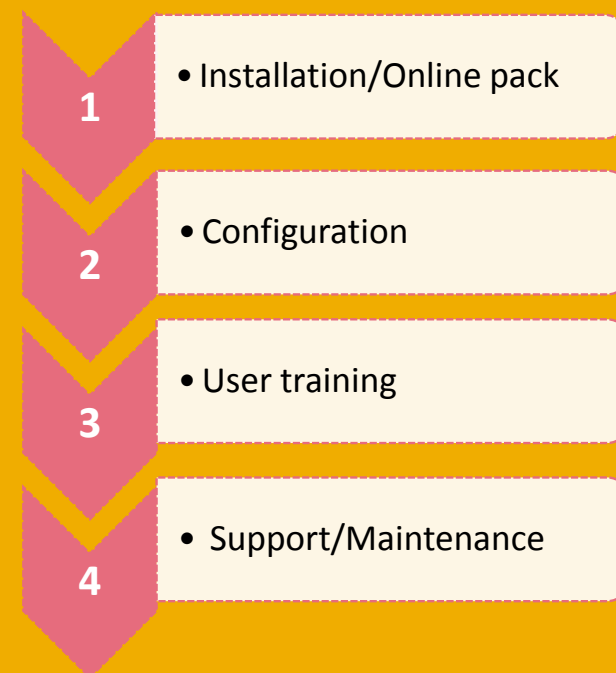
Subcontract to

Avoid bottlenecks

- Don't be slowed down by a lack of resources.
- We can help you deliver successfully.

Factor #11 – Subcontract

Problem	Solution
No project manager	OpenERP consulting
Need a functional expert	OpenERP consulting
Not enough developers	OpenERP Offshore
No time to train employees/customers	Official training/webinar
Wasting time on technical issues	OpenERP Enterprise
Need to migrate custom instance	Custom module migration
No salesperson	We cannot help you ☺

#1 – Choose the adequate strategy

#2 – Get your team ready

#3 – Promote!

#4 – Generate new leads

#5 – Don't forget existing clients

#6 – Qualify properly

#7 – Adapt your sales speech

#8 – Be able to demo

#9 – Quote

#10 – Master deployment

#11 – Avoid bottlenecks

Do not fail your

First OpenERP Project

- o Join your efforts with OpenERP
- o Win-win situation between OpenERP and you
- o Learn from it for the next ones

Factor #13 – Upselling

55

Implement quickly to…

Up-sell faster!

○ Extra modules
○ Training sessions
○ Support

Communicate on
Achievements

- Publish your modules
- Create a blog
- Organize webinars

Be part of

The Community

- References
- Localizations
- Share experience

58

Collaborate with

Your Account Manager

- ○ Help during sales process
- ○ Find the resources
- ○ …

…

#8 – Be able to demo

#9 – Quote

#10 – Master deployment

#11 – Avoid bottlenecks

#12 – First project is critical

#13 – Upselling!

#14 – Communicate (again)

#15 – Community is helpful…

#16 – … as well as your Account Manager

Forecast, Maintain & Grow

OpenERP revenue

- OpenERP Business Plan
- 40K Revenue Target = forecast 120K in pipeline
- Sell multi year service contracts
- Ensure renewals

Ensure & Maintain

High Quality Standards

- ○ Whenever if you are a Certified Training Partner (CTP)
- ○ Whenever if you are a New partner
- ○ Whenever if you are a Current partner
- ○ Whatever grade you have

Conclusion

Conclusion

		Month	Year	Increase	Projection
Leads	n°	15	180	20%	216
Conversion => appointments	%	50%	50%	0%	50%
Appointments	n°	7.50	90.00		108.00
Conversion => proposals	%	40%	40%	20%	60%
Proposals	n°	3.00	36.00		64.80
Conversion => contracts	%	30%	30%	0%	30%
Contracts	n°	0.90	10.80		19.44
Conversion lead => Contracts	%	6%	6%		9%
Size of projects	€	€ 5,000.00	€ 5,000.00	0%	5000
	Revenue	**€ 54,000.00**			**€ 97,200.00**

Thank you

fpi@openerp.com