

Assisted Sales Your Secret Weapon

Roger Mall
SR. SALES ENGINEER





Assisted Sales

Your Secret Weapon

Agenda

Why Does it Matter?
How Does it Work?

Assisted

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Sales

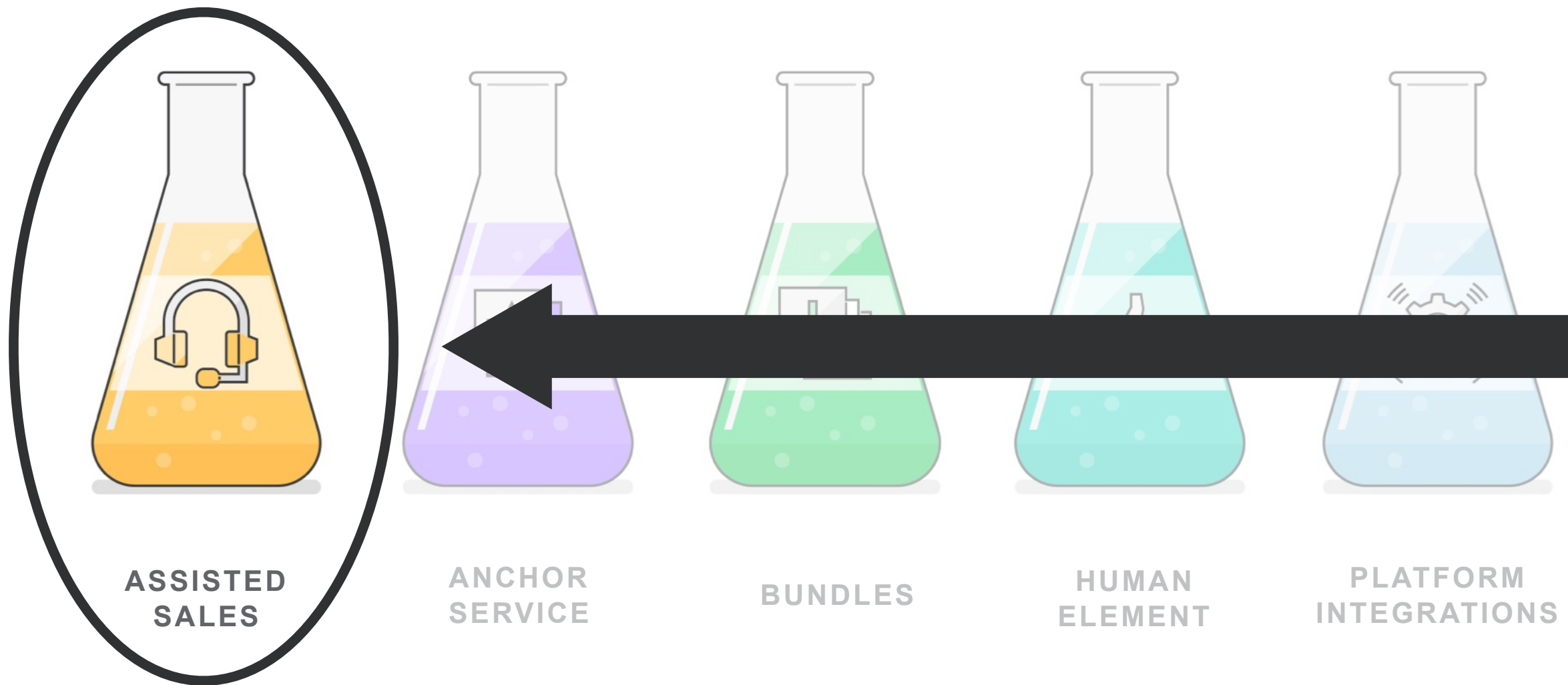
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Assisted Sales are purchases made by your sales agents, on behalf of your customers.

The background features a dark gray field with several overlapping, semi-transparent hexagonal shapes. These hexagons are arranged in a way that creates a sense of depth and geometric complexity. Some hexagons are solid, while others are defined by thin white outlines. The overall effect is a modern, minimalist aesthetic.

Why Does it Matter?

Formula for Success



73%

SMBs Agree They Need
Help Understanding
Cloud Service Options

— AppDirect Survey Data



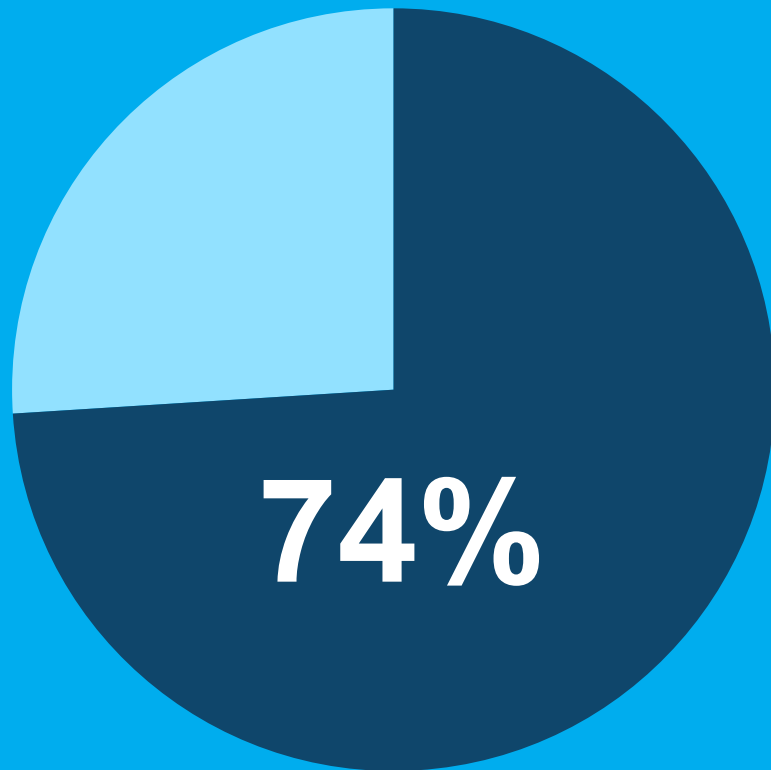
61%

SMBs Want to Use
More Apps, But Need
Help Choosing

— AppDirect Survey Data



“Waste of Time”



How 74% of Large SMBs
View Going to Multiple
Software Vendors

— AppDirect Survey Data

90%

First Purchases are Assisted Sales

— AppDirect Usage Data



The Bottom Line

**Assisted Sales
Drive Revenues**

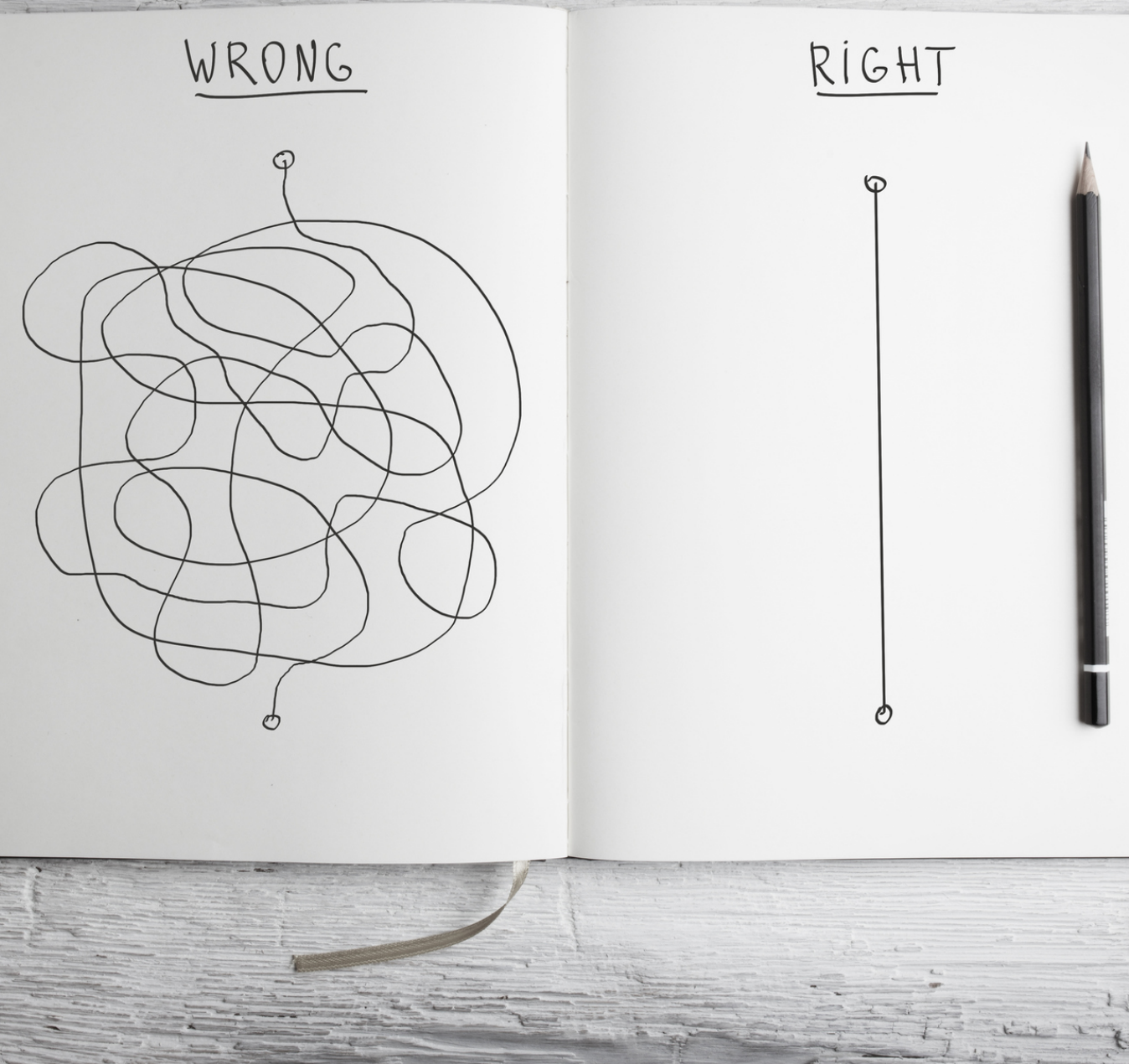
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How Does it Work?

Demo Time

The Assisted Sale
Multiple Segments?
Other Interesting Bits to
Drive Success

Only As Complex As Necessary



Going Big Creates Risk:

- Business Case
- Design and Resource Delays

Going Big is Necessary to Scale:

- Internal Considerations
- Customer Considerations



Our Commitment to You:

The standard platform for the common services you need to deliver the future to your customers.

THANK YOU

Roger Mall

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