



# Selling MDM Solutions

SAL 200 - Course outline

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CONFIDENTIALITY LEVEL:

Public



### Target group

Commercially responsible persons at the partner that are being measured at top and bottom line (i.e. CEO, Sales Director, Client Directors, Business Manager, Senior Business Consultants).



### Pre-requisites for participation

- At least one-year experience in sales in the IT industry.
- You need to complete the Positioning Stibo Systems online course, including the upload of the following assignments:
  1. Do it yourself – Uncovering MDM opportunities.
  2. Do it yourself – SWOT for your MDM market.
- Attending the MDM 101 - MDM Solution Fundamentals course (or having acquired the basic STEP knowledge taught in this course by other means) before participating in Selling STEP would be a distinct advantage.



### Course duration

Face to face: 2 days

Virtual classroom: 1 day



### Training delivery method

- ☒ In person classroom
- ☒ Virtual classroom
- ☐ Self-paced online

The course activities will be a combination of lectures, case studies in teams, problem solving exercises and presentations by the trainees.



### Course purpose

In this course, you will acquire the knowledge to generate business and expand your market share within the MDM industry by positioning Stibo Systems MDM offerings within your own value proposition.



### Course objectives

Upon completion of this course, participants will be able to:

1. Formulate Stibo Systems' value proposition.
2. Develop MDM business opportunities.
3. Explain the impact of the MDM implementation on the complete proposal.
4. Lead the sales process.
5. Formulate how the business models of Stibo Systems' and the partner complement each other.



## Learning objectives

The objectives below describe precisely what is taught during the training: (please note that the learning objectives can belong to more than one course objective).

### Course objective 1 - Formulate Stibo Systems' value proposition.

#### Learning objectives:

- Articulate Stibo Systems' values.
- Sketch Stibo Systems' partner sales organization.
- Tell Stibo Systems' success stories.
- Illustrate Stibo Systems' position in the clients' IT landscape.
- Give examples of Stibo Systems' MDM platform strengths.
- Prepare a presentation of Stibo Systems' competitive position in the multi domain MDM market.
- Explain how Stibo Systems' MDM potentially can solve customers' business critical challenges.
- Outline Stibo Systems' offering and licensing models.
- Indicate deal ranges.
- Describe Stibo Systems' customer care activities.
- Discuss Stibo Systems MDM solutions' value proposition for a given case scenario.

### Course objective 2 - Develop MDM business opportunities.

#### Learning objectives:

- Discuss MDM objections.
- Explain the message that trigger different stakeholders.
- Evaluate your prospects with respect to budget, timing, stakeholders and key decision makers.

**Course objective 3 - Explain the impact of the MDM project implementation on the complete proposal.**

**Learning objectives:**

- Comprehend Stibo Systems' recommendation on the MDM project implementation.
- Comprehend how the maturity of the project organization can impact the implementation effort.

**Course objective 4 - Lead the sales process.**

**Learning objectives:**

- Recall where to obtain collateral.
- Describe how to organise joint marketing activities.
- Outline the sales process.
- Outline the pre-contract activities.
- Sketch Stibo Systems' communication and support channels during the sales process.

**Course objective 5 - Formulate how the business models of Stibo Systems' and the partner complement each other.**

**Learning objectives:**

- Give examples of our approach to professional services, support, and training.
- Illustrate Stibo Systems' business model.
- Reason how the business models of Stibo Systems' and the partner complement each other.

## About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately-held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://stibosystems.com)

For questions regarding training:

Please contact us at  
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