Increasing Authorized Reseller Sales through Custom Web-Based Training
SilverBack Technologies

<u>Background</u>: SilverBack Technologies produces network management tools and provides associated services to help clients monitor and manage network traffic and security. The company provides information technology management software that monitors the performance and security of networks, computer systems, and software applications. Its InfoCare software includes applications for fault, asset, and security monitoring, and includes modules for monitoring Oracle databases and Microsoft Exchange servers.

SilverBack's primary service is called InfoCare service, a cost-effective, subscription-based information service providing multiple monitoring, reporting, and security applications through the web-based SilverBack InfoPortal (SIP) and InfoPipeline.

<u>Challenge</u>: SilverBack Technologies relies heavily on its Authorized Resellers (Value-Added Resellers – VARs – and Independent Software Providers – ISPs) to position and sell InfoCare to their prospects and clients. This geographically dispersed audience has a choice of vendors to position to their client base; how does SilverBack capture the mindshare of Authorized Resellers (ARs) from the cacophony of vendors?

And, once AR mindshare IS secured, how does SilverBack ensure that ARs are capable of effectively positioning and selling SilverBack's InfoCare?

<u>Solution</u>: Entelechy worked closely with SilverBack leadership to create *Selling SilverBack InfoCare*, a 75-minute web-based training (WBT) program that:

- Provides Authorized Resellers and others with an understanding of how to position and sell SilverBack's InfoCare Service.

- Captivates and inspires ARs to learn about SilverBack and select InfoCare as the service to present to their customers.
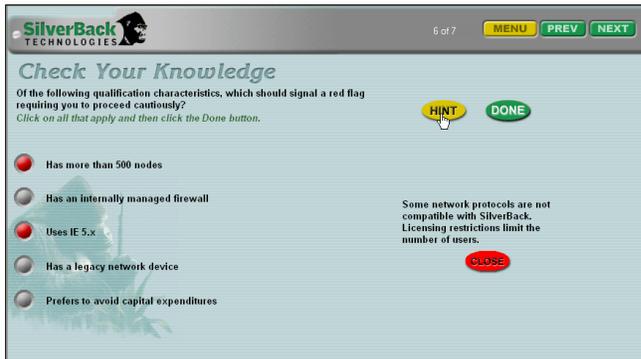
- Is visually compelling, is rich in both content and media, and is instructionally sound in its design and implementation.

- Integrates an evaluation process to ensure that users are confident in their ability to sell SilverBack's InfoCare and position the technical features, functions, and benefits.

Through our needs analysis, we developed the following structure for the *Selling SilverBack InfoCare* WBT:

Module Name	Length of Module and Comments
Welcome to the Jungle	1 min
InfoCare Highlights	2 min – from the Service Overview brochure
The Need Driving the Service	5 min – from the Service Overview brochure; needs vary by client position
How It Works – An Overview of the Process and an Introduction to the Components	5 min
SilverBack's InfoPortal – What's It All About	10 min – user interface/demo information
SilverBack's InfoPortal – How it Works	10 min – Level I technical information
The Selling Process	3 min
Qualifying the Customer from a Technical Perspective	5 min – Technical Qualification Checklist
Customer Scenario #1: Qualifying the Customer	3 min
Customer Profiles	5 min
Customer Scenario #2: Positioning the Benefits	3 min
Customer Objections – What They Are and How to Manage Them	5 min
How We Can Support You	2 min – pointers to FAQs, References, Demo
End	1 min

Since the WBT also included training on the software itself, simulation was included to help users better understand functionality. Throughout these modules, Entelechy used the following full instructional model:

Tell Them (narration): *Users are explained key concepts and visually presented how functions work within the application.*

Show Them (animation): *Users watch while the training program simulates and animates specific functions within the application.*

Let Them Try It (interact): *Users actually use specific functions within the application (simulated). This offers the most effective learning experience.*

Evaluate Them (simulated scenario): *Users are provided information that they must interpret and apply by correctly using functions. This helps users determine their confidence in using InfoCare.*

Working with its technical partner, Entelechy provided all instructional design, storyboarding, review drafts, coding and testing, prototypes, and final production.

Results: The *Selling SilverBack InfoCare* WBT and the associated paper-based sales job aids have become the cornerstone for SilverBack's go-to-market strategy. CMP Media's *VARBusiness* magazine formally recognized SilverBack for one of the top Channel Partner Programs in North America. The award marks the third time SilverBack has received a Five-Star Rating, acknowledging the company for its innovative commitment to building its business as it works hand-in-hand to drive its partners' service revenues.

"We applaud vendors like SilverBack for their overall channel commitment and channel innovation," said *VARBusiness* publisher Robert C. DeMarzo. SilverBack differentiates itself by going beyond the technology-only approach offered by its competition, by providing business consulting and a complete go-to-market tool kit along with a guarantee of its customers' success.

"Unlike other vendors that sell their products and then move on, SilverBack becomes a true partner with the channel by offering a financial guarantee of our customers' success. If our customers don't succeed, we don't succeed. That partnership is the reason why more than 81% of our customers reorder in the first year."

Entelechy is pleased that *Selling SilverBack InfoCare* helped launch – and continues to fuel – SilverBack Technologies' success.