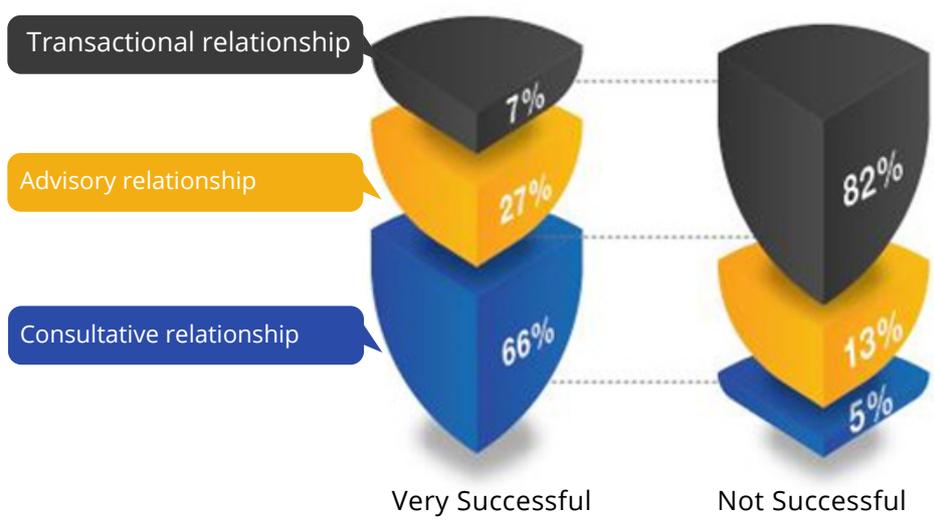




## Nature of sales relationship is a critical determinant of cloud success

Type of Relationship with SMB Customers

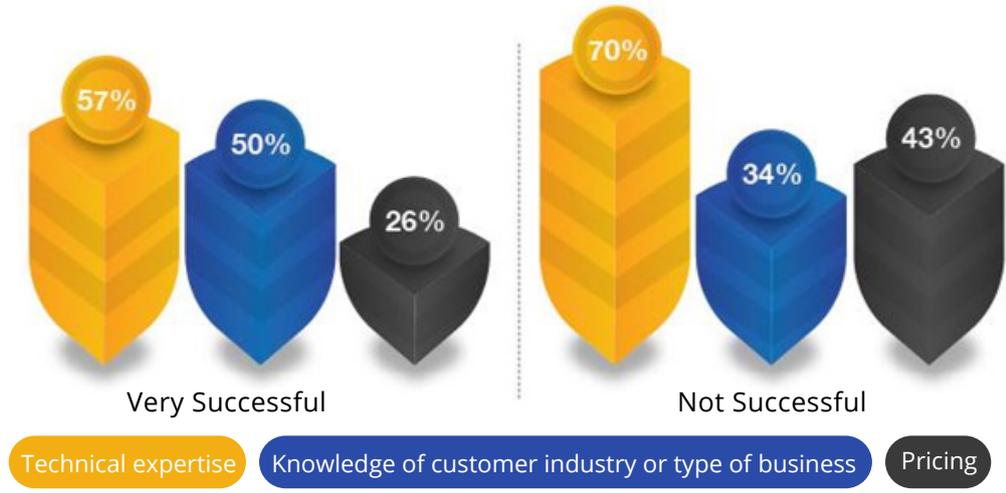


Techaisle survey of 1100 cloud channel partners shows that two-thirds of channel firms that are very successful with the cloud business have consultative relationships with SMB customers. Channels not yet successful in the cloud have a completely different approach to sales, 82% have transactional, only 5% have consultative relationships. This is a particularly important point because channel members struggle with how best to align sales with cloud opportunities.

## Industry expertise is a more important differentiator than technical prowess

Industry expertise is a more important differentiator than technical prowess

Findings regarding the reasons why SMBs rely on partners provide a clear indication of the kinds of expertise that drive cloud success. Cloud channel leaders find that industry knowledge is a key component of the value that they bring to customers. In contrast, the unsuccessful partners report that technical expertise itself is a key driver of customer interest in their offerings.



Techaisle is a global SMB & Channel Partner Research organization founded on the premise that go-to-market strategies require insightful research, flexible data, and deeper analysis. Techaisle conducts surveys with SMBs & channels to understand market trends, opportunities, buying behavior, purchase intent, & IT priorities within cloud, mobility, analytics, security, managed services, virtualization, collaboration & IoT.



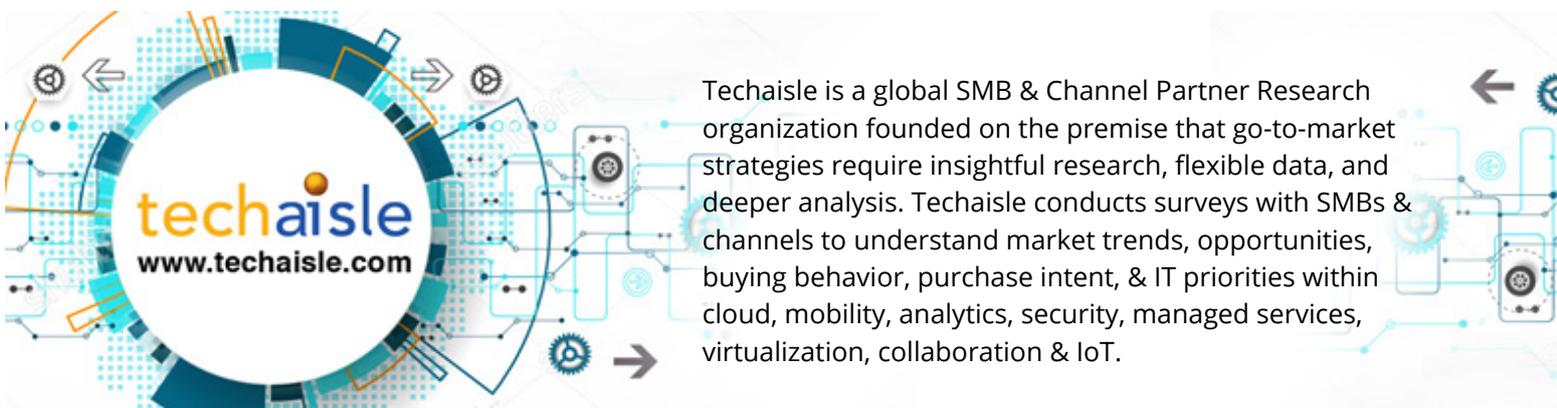


## dinCloud Take-Away:

Cloud focused Channel partners with industry experience can help SMBs make the right choices when migrating to the cloud and coming up with clearly defined business and IT strategies that will guide them in achieving their goals

Want to get more information about selling cloud services? Click below:

[Become a Partner](#)



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