

THE SHAPE OF PS SALES SUCCESS

James needs to optimize his PS sales model. **Which model is best for him?** It depends on:

Is his company using PS to drive customer adoption and business outcomes?



In sales discussions, is his company leading with products or services?



How leveraged is his sales model (i.e., channel vs. direct)?



What are his company's revenue objectives?



According to TSIA research, James has four primary PS sales model options.

The key in determining the correct sales model for James is to first establish what he is trying to maximize, and then align his sales model to that charter.



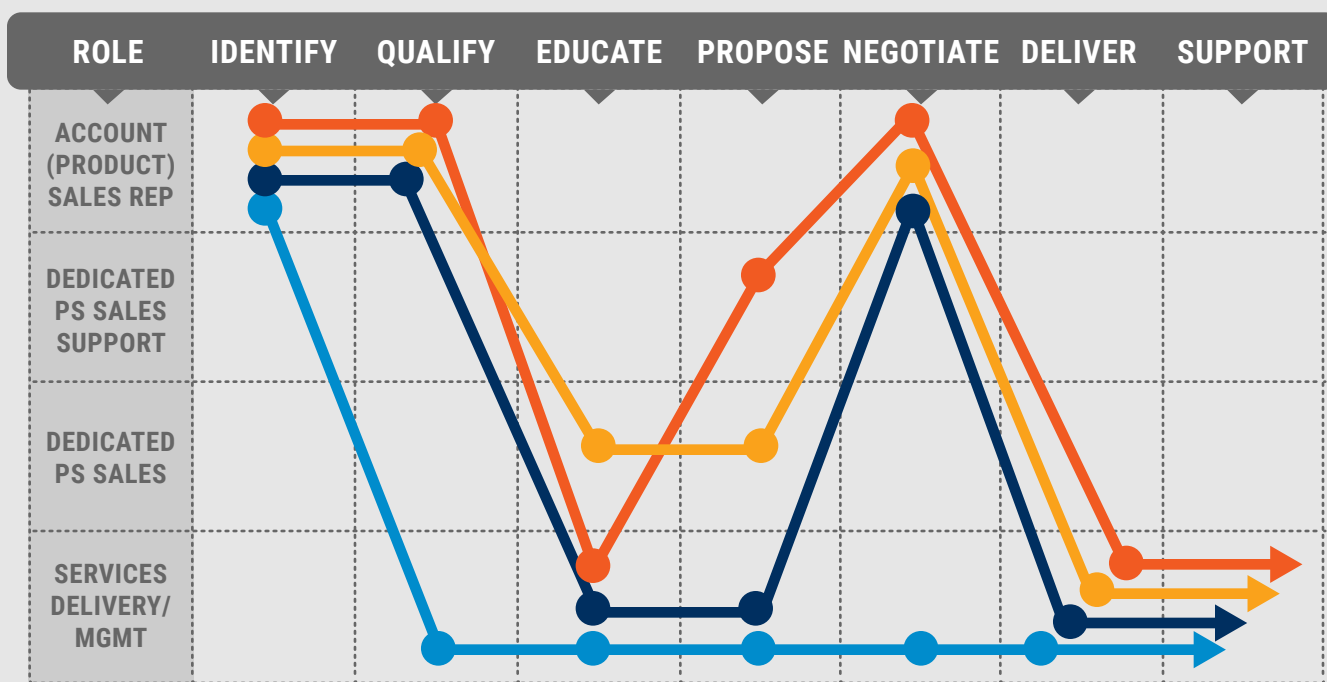
PS Sales models

Model 1

Model 2

Model 3

Model 4



TSIA helped James analyze and benchmark his current sales model, and now his PS sales organization is performing at its full potential.

Find out which PS sales model is right for you!

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