

100 People You Should Know

Stop Focusing on What's Keeping Your Customers Up at Night

Q: Lynne, you oversee Ingram Micro's successful licensing business in the U.S., and are a longstanding advocate of X-as-a-Service (XaaS). What's one thing channel partners need to do differently to successfully sell XaaS?

A. Be extremely customer-centric. Make the time to understand your customers' and prospects' business needs. Create opportunities for them to tell you about what's critical and core to their business, as well as where they see challenges and opportunities for improvement. Don't ask customers and prospects the overplayed question of "What's keeping you up at night?"

Instead, study the industries and environments they work in, and talk to them about their day-to-day. Learn about the companies they admire and ask what makes them great. Inquire about what they'd like to do differently to build a better business model and bring more value to their customers. In other words, get to know more about your customers and the companies you serve. Then, successfully map your services expertise to their needs and business challenges, building trust and strengthening your working relationships along the way.

Q: OK, let's talk trends. There's a lot of emphasis being placed on the customer experience. What's Ingram Micro doing to help channel partners deliver a better customer experience to the businesses they serve?

A. Ingram Micro continues to make big investments in helping our channel partners automate processes and grow faster by becoming more agile, profitable and service-oriented. Our new renewal and lifecycle management tools make it easier for channel partners to meet the growing demand for subscription-based services (both on-prem and in the cloud). We also offer creative and custom financing solutions, as well as field-based support teams that are trained to help channel partners upsell and cross-sell.

At Ingram Micro, we are providing increased access to the market resources and expertise the channel needs to scale and succeed in today's experience-minded, services-based economy. One of our top priorities remains helping channel partners simplify and speed the sales cycle by providing flexible financing and payment options that make it easier for them and their customers to consume technology whenever, however and wherever they want. It's one of the many ways we're enabling them to serve as indispensable business partners.

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Lynne Thornton
Executive Director of
Ingram Micro Sales

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To learn more about Ingram Micro financing and our new and enhanced renewal and lifecycle management tools including RenewVue, visit imagine.next.com.