

# Going Deep with Small Business

A Guide for IT Consultants & Solution Providers  
in Consultative and Collaborative IT Sales

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For IT consultants and solution providers serving small businesses, “Going Deep” means going beyond conventional business-to-business relationships and forming indelible bonds customers. Small businesses have the same needs and objectives as midmarket companies and enterprises, just on a different scale. Small businesses lack is the understanding, resources and risk tolerance of their larger counterparts. Small businesses are dependent on third-party advisors – IT consultants and solution providers – to advise them on their technology needs and the proper application of technology to the success of their business. The opportunity for IT consultants and solution providers is more than just selling more product through consultative sales, but building lasting and profitable relationships with customers through collaborative engagements.

## WHAT WORRIES SMALL BUSINESSES & WHAT SOLUTION PROVIDERS MUST DO

### Small Business Worries

- Access to Talent
- Marketing/ Finding Customers
- Brand Equity
- Cash Flow Management
- Regulatory Compliant
- Access to Capital
- Planning and Market Development
- Keeping Current with Technology

### Solution Provider Imperative

- Establish a focus and target market opportunities for maximum success
- Develop a deep understanding and appreciation for customer’s core competencies
- Provide expert products and services customers need and want
- Support the mission and objectives of their customers

**Consultative vs. Collaborative Selling:** The way solutions (products and services) are sold has evolved from a transactional process, to a trusted advisor relationship, and finally into a trusted collaborator engagement.

- IT consultants and solution providers must understand that just because a business is small doesn’t mean it doesn’t have big IT needs — consumption of IT runs the gamut from PC’s to servers, to security, software, mobility and communications — same as large business, but on a different scale
- Consultative selling identifies the clients needs and matches the product or service to those needs. The consultant becomes the expert for the clients they serve. The downside to this is the seller needs are not considered
- Collaborative selling creates a partner mentality between the client and supplier, in which both businesses realize their mutual success and health is best for their respective interests
- Sustainability leads to longer-term relationships, deeper trust, growth and increased business opportunities
- Satisfied partners will refer IT consultants and solution providers to peers for new business opportunities

For more information on consultative and collaborative IT sales and business modeling, please contact Larry Walsh at the The 2112 Group – [lmwalsh@the2112group.com](mailto:lmwalsh@the2112group.com) ([Twitter @lmwalsh2112](https://twitter.com/lmwalsh2112))

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