

## CASE STUDY / HPE APPLICATIONS SERVICES MESSAGING

Hewlett Packard Enterprise Applications Services offered a sprawling portfolio of many diverse services to help large global enterprises with their applications, but awareness of that offering was limited and very inconsistent. They needed to increase awareness of their offering and improve market share.

### THE CHALLENGE

HPE Applications Services wanted to be recognized as a leader in their market, so that they could be considered for many opportunities they were currently missing. They needed fresh and improved messaging that would provide a foundation for campaigns, enable their sales team to tell their story more effectively, and help sales conduct more successful pursuits.

### WHAT DID PEARSON DO FOR HPE?

Pearson & Co. was brought in to create new messaging for the HPE Applications Services Program.

We began the development process by interviewing stakeholders across many silos: sales, marketing, practice, delivery, and corporate messaging to understand the current messages that were resonating, and to gather key differentiators successful sellers were using to position the program. We looked at how sales could more strongly position HPE relative to its major competitors and reframed key offerings the HPE Applications Services Program had that delivered against key corporate areas of engagement.

With that information in mind, we delivered the value proposition strategy in a messaging format to drive rapid adoption and success among sales teams. We created a positioning statement for the program, identified the differentiators, and created a

value proposition with drilldown messages. Then we supported message uptake by facilitating review sessions with key stakeholders across the portfolio.

HPE Applications Services Program wanted their messaging to clearly show their product and program differentiators, and Pearson rose to the challenge with a value proposition that clearly positions the program, who they are, how they work, and the benefit to the client. Each important clause in that value proposition was supported by additional drilldown facts to help support future messaging applications that may require more detail. The HPE Applications Services messaging improved sales understanding of the program and its offerings and provided a clear value proposition for reps to use in their customer conversations.

### WHAT HAPPENED?

The new messaging we helped develop has already helped the HPE Applications Services Program:

- Provide sales with a compelling and differentiated value proposition to convey to customers
- Help generate demand and increase pipeline
- Set a foundation from which to increase market awareness of HPE Applications Services

### HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at [www.contextual-selling.com](http://www.contextual-selling.com).