



CASE STUDY / HPE OPENNFV MESSAGING, PLAYBOOK, AND WHITEBOARDS

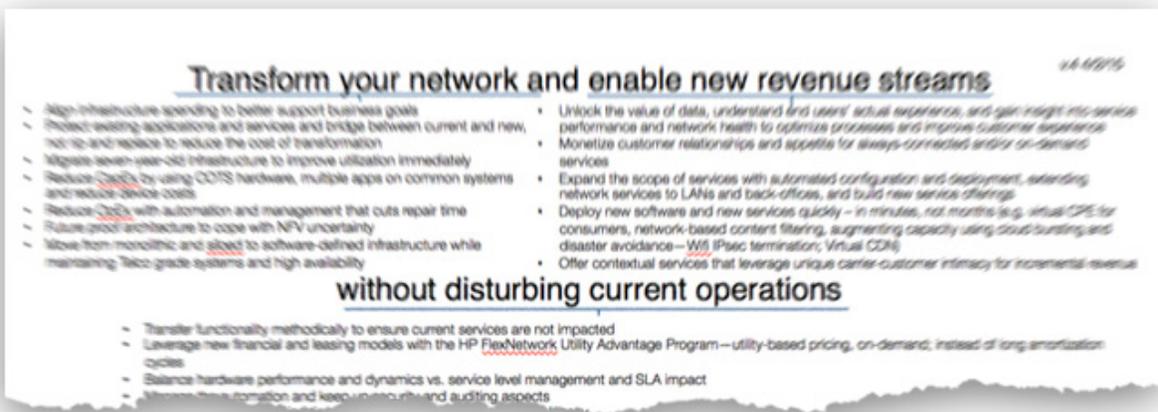
Hewlett Packard Enterprise wanted to demonstrate the maturity of their OpenNFV offering and help their sales team better explain to carriers why HPE was the best possible partner to virtualize their infrastructures and help them move toward a more flexible future.

THE CHALLENGE

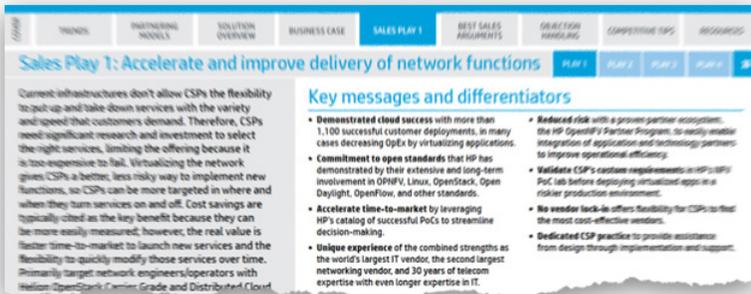
HPE wanted to align their OpenNFV regional teams on the program's value proposition and help the sales teams understand how to convey that value proposition more effectively to customers. They wanted to equip sales teams with actionable tools that would help them tell the OpenNFV story to customers in a more powerful manner.

WHAT DID PEARSON DO FOR HPE?

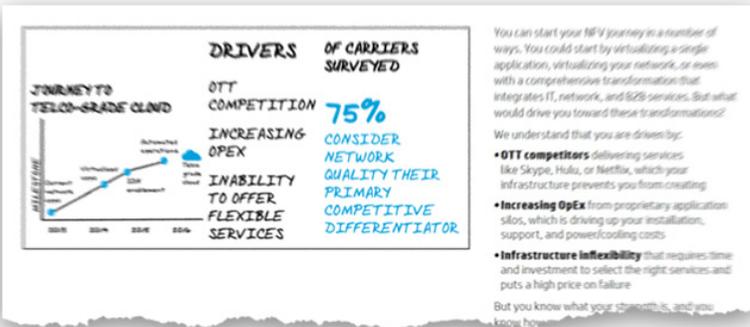
We began the development process by interviewing HPE OpenNFV subject matter experts and senior sellers in all the regions and creating messaging to position the program's value proposition. Those interview findings, coupled with our technology and sales domain expertise, set us up to develop targeted sales play strategies for vertical, horizontal, and solution contexts.



Differentiated messaging helped to position HPE OpenNFV's value proposition.



The playbook helped sales teams to understand how to sell with the programs new value proposition, with plays that identified where the market was heading.



Whiteboards with talk tracks equipped sales to hit the ground running and powerfully tell the HPE OpenNFV story

We then created a sales playbook to help sales teams understand and sell with the new program's value proposition, with plays that demonstrated HPE's knowledge of where the market was heading for carriers and how HPE could help them transform. We also created whiteboards to equip sales to hit the ground running and powerfully tell customers the HPE OpenNFV story in the context of their own transformations.

The HPE OpenNFV Program needed a strong story that reflected the maturation of the OpenNFV Program and the NFV technology, with an emphasis on how HPE has become the best partner for carriers looking to virtualize their infrastructures. The collateral that Pearson created was filled with insights on HPE's NFV strengths, and how to best sell to carriers in the changing environment. Pearson broke down the needs, challenges, and defining characteristics of HPE's carrier customers, along with engagement strategies and key messaging, and followed up with comprehensive plays detailing best objection handling tactics and questions to use for prospect discovery conversations. The HPE OpenNFV selling tools not only facilitated an improved customer understanding, but immediately provided strategies for sales reps to put that understanding to use.

WHAT HAPPENED?

Our messaging, playbook, and whiteboards have already helped the HPE sales teams selling HPE OpenNFV:

- Find opportunities for predictable, profitable business growth
- Articulate a more powerful story to carrier customers
- Develop more productive discovery paths
- Link in relevant customer success stories

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.