

**Julie Hunt Consulting – Consultant & Analyst for B2B Software Solutions**  
**Business Growth for Vendors – Enterprise Strategies for Buyers**

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**Research ♦ Analysis ♦ STRATEGY ♦ Guidance ♦ Coaching**

**Real World Business Strategies You Can Execute**



**Julie Hunt – Consultant & Analyst for B2B Software Solutions**

***What I Do for Vendors and Buyers***

Software vendors and buyers alike need strategies and expert guidance to optimize today's integrated enterprises: how different software applications fit together, how to evolve practices and processes for users to best take advantage of new technologies – even cultural changes for the internal enterprise. Changes in how enterprises function affect software vendors as much as buyers.

I help companies forge new directions for creating and using software solutions. I show companies how to focus strategies on the business outcomes that matter today and tomorrow. I collaborate with my clients to help them achieve their goals. I also introduce new perspectives, call out counter-productive practices, and challenge my clients to work differently, when current practices aren't providing good results.

***Your Customers Are Your Company***

Whether your company sells software or your company uses software, your main strategic goal should be *Successful Customers*. To focus on what Customers need, the people of the enterprise and their technologies have to work well together. The Customer-Focused enterprise can achieve growth and competitiveness -- by delivering what their Customers want and need, for now and the future.

***Go to Market More Effectively with the Right Marketing Strategies***

The cornerstone of any business strategy is a compelling, effective, and cost efficient marketing strategy. I work with my vendor clients to understand their business objectives, market environment, and internal capabilities to construct the right marketing strategies.

**Business Growth for Vendors ♦ Enterprise Strategies for Buyers**

**Vendors: Customer and Solution Strategies**

*Business Growth Strategy starts with Customer Insights and Marketing Strategy*

- The Customer Is Changing – Vendors Must Keep Up
- The Right Solutions – Work The Way Users Work
- Realistic Competitive Differentiation
- The Right Target Markets and Customers – The Real Customer Experience

*Software vendors often put too much focus on technologies and features, and fail to connect with the right potential customers. Transform your Go-To-Market Strategy to focus on how your solutions help customers solve their business problems.*

**Buyers: Enterprise Strategies for Getting More from Software Solutions**

- Working From A Business-Technology Strategy
- Improving Customer Experience and Service through Software Solutions
- The People Ecosystem – Enablement, Collaboration, Engagement
- Integration and Convergence – Across Departments & Functions

*Enterprises keep bolting on software systems instead of working from a Business-Technology Strategy. Find out how the pieces can fit together to better serve your customers and your needs, supporting business growth and competitive advantage.*



**Content Marketing Strategies – Exceptional Original Content -- And the “So What” Factor**

Content Marketing: Unique Perspective & Understanding of Customers, Sales, Marketing, Technology, Solutions

Original Articles ♦ Advisory Reports ♦ White Papers -- Superb quality – Highly engaging

[Strategies from Top to Bottom - Content Marketing for B2B Software Vendors](#)

## Vendors: Customer and Solution Strategies

The Customer Is Changing -- Vendors Must Keep Up	The Right Solutions: Work The Way Users Work	Realistic Competitive Differentiation	Target Markets and Customers
All roads lead to & from the Customer. <b>Customer as Buyer:</b> well-informed and in the driver's seat. How to work with this new impact on marketing and selling software solutions	Develop capabilities that really solve customer problems, improve productivity and support success – develop solutions that keep pace as customer organizations and needs grow and change	<b>Competitive offerings:</b> The basics really count: performance, agility, reliability, ease-of-use, ease of upgrades, gets the job done well, makes sense for how users work	<b>Marketing Strategy:</b> Guidance for Market-driven and <a href="#">Customer-focused strategies</a> and growth -- Aggressive guidance for expert approaches to <a href="#">the right markets and customers</a>
Co-Creating Value with Buyers - Tapping into Customer Goals and Objectives to achieve sales: <a href="#">providing solutions that tie to Customer business outcomes, desires and needs.</a>	<a href="#">Develop software solutions from perspective of users</a> -- Software Usability ties directly to <b>the Customer Experience</b> and helps the solution "self-market"	Clean, engaging design: <ul style="list-style-type: none"> <li>• Intuitive UI</li> <li>• Straight-forward and relevant for customer use</li> <li>• Easy to navigate and understand</li> <li>• Only what is essential</li> </ul>	<b>Strategic Market Intelligence:</b> <ul style="list-style-type: none"> <li>• Positioning</li> <li>• Selling strategies</li> <li>• Competitive landscape implications</li> <li>• Future trends &amp; product direction</li> <li>• Monitor change drivers</li> </ul>
The Buyer Journey: <a href="#">Connecting with buyers where they research solutions</a> – What buyers want from vendors to understand value of software solutions – When and how they want to buy	How to build solutions for and sell to the Business User and <b>Business-IT partnerships:</b> new roles essential for future software sales success	<a href="#">Outside-In Solution Development</a> – <b>Solving real customer problems,</b> enhancing customer work and productivity, always working towards future needs and desires	<a href="#">Refinement of target markets and segments</a> for finding underserved markets, identifying industry solution scenarios and for competitive selling
<b>Content Marketing strategies</b> – <a href="#">Aligning with the Buyer Journey</a> - <a href="#">Mapping the right content</a> & channel to each stage to help buyers move forward with purchase decisions	<b>Anticipate future trends</b> – deliver new capabilities more quickly – always from the Customer perspective	Why <b>Realistic Competitive Pricing</b> out the gate really matters to keep customers interested, to shorten sales cycles and to close deals	<a href="#">Critical review</a> of current Vendor <b>Solution and Go-to-Market strategies:</b> value for customers, market relevance, competitiveness, timeliness, likelihood of success

## Enterprise Strategies for Buyers: Getting More from Software Solutions

Working From A Business-Technology Strategy	Help The Buyer's Enterprise Serve Its Own Customers	The People Ecosystem: Enablement & Engagement	Integration and Convergence: Across Departments & Functions
Enterprises keep bolting on systems instead of working from a Business-Technology Strategy for well-integrated, interoperating functions and processes -- Guidance for <b>how the pieces can fit together to bring optimal results</b>	<a href="#">Guidance for seeing Value from the customer perspective</a> and meeting customer needs and expectations -- How software systems support enterprise <a href="#">efforts to attract, engage and retain customers</a>	Creating a healthy People Ecosystem: Customers, Employees, Partners -- Pointing the way for providing what each constituent needs to sustain a vibrant and interactive ecosystem that benefits the enterprise, improves productivity, supports change and growth	<b>Orchestration of interoperating systems</b> – Integration: data, applications, business processes, how employees work -- <a href="#">How Business Processes connect the enterprise internally and externally</a> - Why this matters
Identify business context and goals, and the role played by software solutions - <a href="#">Planning on constant business change</a> and understanding how software helps - Using software to sustain growth and competitiveness	Understanding the importance of the <b>Customer Experience</b> and how the enterprise can use software solutions to <a href="#">improve customer interactions anywhere, anytime</a>	<b>Create collaborative practices and processes</b> for all roles, inside and out -- improving interactions, co-creation, engagement, communication -- choosing and utilizing software to support collaborative work	Identify parallels and redundancies in software solutions: purpose, capabilities, relevance to employees/customers, role in collaboration across teams -- Then <b>optimize how solutions interoperate</b> - eliminate unnecessary software - fill gaps
Guidance for choosing <a href="#">to transform how the enterprise works</a> , to reflect many recent business changes and challenges that will continue into the future	Help the enterprise <b>use software to better serve customers</b> : Change quickly to meet new customer needs, sustain growth	Guidance for <a href="#">becoming a Social Business</a> – eliminate silos, build connections from inside out – <a href="#">enable employees to better perform their work</a>	Understand Cloud, on-premises, hybrid software solution delivery models -- Guidance for best approach for current and future needs
Identify what's relevant to solving enterprise problems, <a href="#">working more agilely</a> -- <b>Innovation of products and services to drive business growth</b>	Guidance on using software to help the organization <b>operate as an integrated enterprise</b> : customer-focused, market-driven, process- and data-savvy	<a href="#">Correlate business processes and work to be done to applicable software solutions</a> in highly functional ways	Insights for key solutions: big data, <a href="#">new analytics / data mining, intelligence</a> – Collaboration, ERP, CRM, Social sources of data, content management, adaptive business processes