

VST User Group Briefing Sheet

A Self Help Group of Alliance Sales Leaders

The Problem

Business to business alliances in the High Tech sector are fundamentally a type of sales model. However, alliance sales are different from other types of sales like direct or channel sales. The difference lies in the fact that an alliance sale usually has at least two participating companies collaborating to sell a joint solution to a customer.

Very often this type of sale is typified as a 'Sell With' model as opposed to a 'Sell To' or 'Sell Through' model.

Problems arise from the fact that there are no non proprietary alliance sales methodologies for alliance sales managers to follow. With the exception of VST.

The absence of a systematic way of approaching alliance sales means that alliance sales managers have no way of predicting future success and even less chance of growing alliances successfully.

They are reduced to acting tactically and providing individual opportunities to their partners in the hope that they will reciprocate.

In addition, alliance team leaders have no way of judging individual alliance manager progress with a partner.

The Solution

The solution provided by Alliance Best Practice Ltd (ABP) is the VST User Group.

VST stands for Vision Skills and Trust and is a systematised alliance optimisation methodology in six stages. (See separate [VST Briefing Sheet](#) for further details).

The VST User Group is a series of peer to peer alliance sales focus groups. Each group consists of 10-15 members to aid active discussion.

Discussions in each group are held under the Chatham House Rule. Under the Rule, anyone who comes to a meeting is free to use information from the discussion, but is not allowed to reveal who made any comment. It is designed to increase openness of discussion. The rule is a system for holding debates and discussion panels on controversial topics, named after the headquarters of the UK Royal Institute of International Affairs, based in Chatham House, London, where the rule originated in June 1927.

VST User Group meetings take place monthly online and are typically attended by alliance sales managers and directors.

The Benefits

The VST process is based on the concept of relationship building with partners. Relationship building takes time and consequently sales managers bred on the mantra of quarterly returns will find it difficult to justify the stamina required to invest the required amount of effort in alliance relationships.

The VST User Group meetings provide alliance executives a safe environment in which they can share their individual challenges and receive reassurance from other VST Users drawn from personal experience.

The meetings represent far more than a 'tips and tricks' session. They allow users to explore the intricacies of alliance relationship building more deeply, secure in the knowledge that they are using an approach which is focused on the causes of success (best practices) rather than the effects (increased alliance sales).

The VST User Group meetings provide an environment in which alliance sales executives can hone their alliance sales skills through practical case studies and discussion with like minded professionals.

For further details of our meetings or VST training sessions please contact us at:

info@alliancebestpractice.co.uk

About Alliance Best Practice

ABP is the world's leading alliance research and benchmarking organisation. We maintain a database of over 200,000 observations of alliance best practices in action.

We have over 75 companies represented in our Alliance Best Practice Community and meet quarterly to exchange ideas and develop new best practice standards in ever more complex collaborative relationships.

Ever tougher stakeholder demands, changing business conditions and increased competition means you need to constantly review and update your alliance approach.

To help you, we continue to enhance our services. We don't just verify our findings in the classroom we go even further and reach out to active alliance practitioners to apply our research in meaningful and commercially lucrative ways for our members.

Our Expertise

Selecting ABP means you'll be working with a company that strives for alliance excellence through rigorous and demonstrable best practices.

The Managing Director of Alliance Best Practice Ltd (Mike Nevin) has written a definitive text on alliances called – The Strategic Alliance Handbook – A Practitioners Guide.

Sample Chapters and copies are obtainable from:

<https://www.routledge.com/The-Strategic-Alliance-Handbook-A-Practitioners-Guide-to-Business-to-Business/Nevin/p/book/9781138212763#:~:text=The%20Strategic%20Alliance%20Handbook%20is%20a%20clear%20and%20bolts%20of%20the%20process%20behind%20successful%20collaborations>

Other VST User Group Members

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