How to Sell Virtualizing Technology to the C-Suite

If you want to sell strategic technology solutions, you need to call on the C-Suite. To do so, master the language of senior executives. Speak in terms of business outcomes and benefits. Here's how.

✔ The CFO

CFOs don't want to hear about the specs of a new processor or how BYOD poses immense challenges to the organization's infrastructure and security. The CFO is all about numbers and what those numbers can do to save his company money. Discuss how you can get him on the right side of the Capex vs. Opex divide.

✔ The CEO

The CEO is the leader and visionary, eliciting public trust as the face of the company. Typically, in companies with less than $100 million in revenue, the CEO has great say in major technology decisions. Prove your credibility by offering proven, web-based technologies that will be good for employees and good for the longevity of the company.

✔ The CIO

Today's CIO has business smarts, a knowledge of analytics, and an understanding of how to align IT with business goals. Discuss the benefits of involving the IT department in business strategy, and not just technical logistics.

✔ The COO

The COO helps assure the company's vision and milestone goals are implemented and met. Take the path of least resistance and appeal to her need to fix broken processes, transform agendas, and streamline tasks.

✔ The CMO

The CMO is looking to grow revenue and leverage digital channels in order to dominate marketing and sales strategy. Discuss how virtual platforms can allow her to send content farther through a centralized, off-site system. Platform as a Service (PaaS) is a great way to control the cost and performance of marketing campaigns across all platforms, both digital and traditional.

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