



Google Workspace Is Tech Advisors' Next High Growth Opportunity



6 Go To Market Best Practice Strategies

Tech advisors who are thinking of entering the cloud solutions market to grow their business beyond legacy telco services should keep a vigilant eye on Google Workspace as it rapidly gains momentum.

While Microsoft 365 still dominates the collaboration and productivity suite market, in part because it arrived first, in part because it offers robust tools that enterprise-level businesses need, Google Workspace already boasts more than 3 billion users¹ worldwide, up from 2 Billion in 2019. With the surge of millennial Google fans now well entrenched in the workforce—and Gen Z workers following closely behind in even larger numbers—that figure will steadily increase.

IN THIS GUIDE

We offer 6 best practices to help you maximize your Google Workspace go to market success—even if you've never sold a cloud solution before. Learn how to:

- Know your target market—and how you can capitalize on the millennial market to build your cloud business
- Create a strong value proposition
- Focus on a solution-based approach
- Start earning Google Workspace revenues with a sales enablement strategy that instills customer trust and engagement.
- Focus on an impeccable onboarding process
- Get repeat cloud business by providing a stellar customer experience





Google Workspace Go To Market Best Practices

1. Know Your Target Market—And How the Millennial Surge Impacts Your Sales

Millennials have been learning in the Google cloud since their early school days when Google astutely introduced Google Classroom to streamline file sharing between teachers and students. Today, Google Classroom boasts more than 150 million users.

In 2022, millennials make up 33 percent of the workforce—the largest cohort—and that number is set to grow significantly over the next few years as baby boomers exit the workforce in large numbers. Millennials will remain the dominant cohort for the foreseeable future, and they hold increasingly influential roles within their companies.

Ask a millennial “Google or Microsoft?”, and they’re almost certain to answer Google. Their tech preferences are closely tied to their values and aspirations in terms of working hours and location. By being cloud-based and simple to use, and by offering the features millennials need and working on any platform, Google meets their demand for flexibility and the ability to do everything seamlessly in the cloud on any device.

So if you want to influence decision-makers in your customer organizations, be sure to include millennials and their concerns and preferences in your discussions.

KEY TAKEAWAY



Instead of standing on the sidelines while millennial prospects purchase from Google directly, you could be giving your customers sound guidance on their options and venturing into selling cloud solutions to grow your business.

2. Create a Strong Value Proposition for Your Google Workspace Offer

Offering a cloud service like Google Workspace gives you a quick and easy way to go to market with a cloud solution and to differentiate your company. And if you provision Google Workspace through a partner like AppSmart—rather than directly from working with Google—you have more time to focus on running your business and meeting customer needs.

A strong and compelling value proposition is the basis for your sales proposals and it ensures that you’re targeting customers who value what you offer and are willing to pay for quality. Qualified leads convert into loyal customers, so attracting the right customers is key to your growth and success.





Why should your customers buy Google Workspace from your business instead of directly from Google or another competitor?

Technology and support

- We already understand your business needs and challenges, so we're in the best position to help you find and buy connectivity and cloud services that meet your requirements.
- Through our relationship with AppSmart, you get access to all the technology and apps that you need to run your business on a single platform, with identity management single sign-on (SSO), app usage and insights, messaging, workflow and user management.
- Your subscription comes with 24-7 SmartSupport from AppSmart, 99 percent uptime SLA and premium security and collaboration features.

Single point of contact

- We can be your end-to-end trusted advisor by offering a complete set of solutions for both legacy telco services, and next-gen cloud solutions.
- If you're in the 67 percent of SMBs who say that dealing with different vendors is a pain and "a waste of their time,"², the AppSmart catalog includes more than 2600 technology merchants across a wide range of industry verticals, and is recognized by Forrester and Gartner as a leader in subscription commerce.

Management tools

The AppSmart platform gives you easy-to-use tools to manage your business, including:

- Back-office automation tools to streamline the quote-to-purchase process
- A single user interface for advisors and their customers to manage all AppSmart apps
- Financial tools that give them early access to commission revenues





KEY TAKEAWAY

A well-articulated value proposition leads to better, more targeted customer conversations, and greater success in moving your customer from pre-sales to sale. If this is your first foray into selling cloud services to a customer, lean on AppSmart experts to help you build your knowledge about Google Workspace, and to get your value proposition right, so you can focus on building meaningful relationships with your customers and acting as their advisor.

3. Sell a Solution—Not a Product

Today, there are tens of thousands of business apps on the market, and sorting through them all is a challenging task for your business customers, who often don't have a large IT staff and can't afford to make the wrong choice. That's why they need your help and guidance, and why you should consider selling Google Workspace as part of a solution sale.

Start with a conversation with the decision-makers and influencers in your current customer base who are focused on their company's business needs and goals. Make sure your discussion—and any resulting proposal that you develop—addresses their larger business requirements and how your proposal will minimize business disruptions while helping them successfully move to the cloud.

We also recommend a sales approach that leads with a solution your customers already use and that's a critical part of their day-to-day success—like email—and then build the solution out from there. A stepped approach can include quick wins—like getting Google's GMail up and running, migrating content to Google apps like Docs, Sheets, and Slides, and layering in apps they already use that integrate seamlessly with Google Workspace. This approach helps users ease into Google Workspace, and the positive experience sets the tone for further integrations.

AppSmart sales and engineering specialists are available every step of the way. They can attend customer discussions with you and help you develop your customer proposal to build the trust and confidence your customers need to move forward with the sale.

KEY TAKEAWAY

For every business customer that you transition to Google Workspace, you build your position as their trusted connectivity and cloud advisor, and receive a recurring commission for the duration of the contract.





4. Hone Your Sales Pitch and Reap the Rewards

You refined your value proposition. Now it's time to create a stellar sales pitch that will show prospects that you have the expertise, knowledge and resources needed to deliver what you promise.

Learn the key features and benefits of Google Workspace

You don't need deep expertise about Google Workspace, but you should know its key features, typical customer use cases, and why your target audience should be interested.

- **Learn**—See the following resources to help you learn more about Google Workspace:
 - a. Google Workspace Solution Overview—[7 Things to Know Before You Meet Your Customers](#).
 - b. [Google Workspace Learning Space](#)—tutorials, modules on helping customer switch from Microsoft 365, and more.
- **Understand Google Workspace contract terms and conditions**—Learn more on Google Workspace Program Overview—[Terms & Conditions](#).
- **Get support**—If you need help with your sales pitch at any step along the way, from pre-sales to signing the deal, AppSmart has experts who can help.
- **Adjust your sales pitch for each customer**—Target key features and benefits based on your customers' specific needs and their existing knowledge and experience with Google and Microsoft products.

Many tech advisors are still focused on sourcing legacy connectivity services for their customers. Selling Google Workspace puts you a step ahead of the competition and firmly into cloud territory, on a path to increased growth, revenues and new sources of commissions.

Be ready to explain key differences between Google Workspace and Microsoft 365

Both solutions meet all basic requirements for modern day workers, whether they work in an office, remotely, or in a hybrid environment. They share the following common elements:

- **Core applications**—Word processing, spreadsheets, presentations
- **Communication**—Email, calendaring, video meetings, chat
- **Data and platform functionality**—Companies need the need to offer the best tools to attract employees





To learn about all of the Google Workspace features and benefits, see the AppSmart Google Workspace product profile. Be sure to explore the tabs on that page, including Features, Reviews, Policies & Support, Resources, and Editions & Pricing.

However, there are some differences you need to be aware of, and you should be prepared to discuss these with your prospects. Following are just some of the key differentiators between both platforms:

Google Workspace

- Appeals to cloud-centric businesses and companies with smaller headcounts, and to new organizations with teams that have grown up on Google apps, especially Gmail.
- Makes it easy to collaborate with coworkers in real time, and its straightforward, user-friendly design makes onboarding new employees straightforward and painless.
- Boasts low admin configuration requirements, so it's a good fit for companies without IT teams.

Microsoft 365

- It's more feature-rich and sophisticated, but requires more admin oversight and configuration—for example, adding users, resetting passwords, managing devices, and creating and managing support requests.
- It appeals to larger organizations with IT teams that need specific file formatting and workflow management.
- Includes Microsoft desktop applications that have been around since the beginning of business application software, so it's a natural choice for companies that have been using Microsoft solutions.

Define how Google Workspace solves their specific business challenges

Make sure your proposal addresses specific user preferences and issues that your ideal buyers are facing. Here are just a few examples:

- **Flexible, remote work arrangements**—Requires the best cloud-based collaboration and productivity tools.
- **User preferences**—Many workers entering the workforce who grew up on Google appreciate the no-fuss experience of accessing all their apps from a single place, and how Google integrates seamlessly with thousands of apps.
- **Shortage of skilled workers**—Companies need to offer the best tools to attract employees.





Create a stepped roadmap that helps your customer see what future integrations are possible

Google Workspace consolidates apps and tools into a single work management platform—creating better workflows and reducing silos.³ You can integrate Google Workspace with a variety of third-party or custom applications to enhance existing Google Workspace services or use new features with Google Workspace. For example, The Google Workspace Marketplace offers more than 5000 third-party apps that enhance and extend Google Workspace services including Gmail, Drive, Docs, and Calendar. The apps are available in a wide range of categories: business tools, document management, workflow, education, sales, and customer relationship management.

By understanding your customers' current and future business needs, you can create a roadmap that shows them how Google Workspace can integrate with complementary solutions to meet those requirements.

Prepare to handle objections

It's well worth making time to ensure your value proposition addresses potential objections that your customers and prospects might raise. For example, why should they buy Google Workspace through you instead of directly from Google, and what level of support is available when they purchase Google Workspace through AppSmart instead of directly from Google? You can address their concerns by talking about the 24/7 end-to-end support that's included from AppSmart platform. [See details about the SmartSupport](#) that's included with each subscription.

KEY TAKEAWAY

You need to do some homework to refine your sales pitch, but remember that AppSmart has experts available to help you every step of the way—from supporting your pre-sales efforts and being available to meet with your customers, to helping you with the details of your customer proposal. You're never alone when you sell AppSmart solutions. If you're already an AppSmart advisor, explore the large catalog of resources in our Advisor Training Center for on-demand training, live expert interview, and more.

Watch a video to learn how to make the most of the training center.





5. Don't Underestimate the Importance of Onboarding

As your customer's tech advisor, the onboarding support you give your customers plays a significant role in your go-to-market strategy. Successful onboarding is a critical phase in the adoption cycle, and doing it right eliminates pressure on your customer support team, unnecessary customer frustration, and poor adoption. Clearly communicate the onboarding process to your customers early on to reassure them that they will be well supported throughout the entire process.

Start with a discussion with your AppSmart CSM, who has access to experts and resources that can help you define the onboarding process, and help you develop the communications tools that will let your customers know that they'll be supported throughout the process.

KEY TAKEAWAY

A successful onboarding that leads to a happy customer is the first step to getting more cloud business, and to becoming your customer's one-stop telco and cloud provider.

6. Deliver Great Customer Service

Excellent customer service and support increases your customer's perceived value of Google Workspace, it boosts your trustworthiness, and is a catalyst that drives future new sources of revenue for complementary services—all while lowering your overall support costs.

For example, when you sell AppSmart solutions, you get end-to-end onboarding and support services—from pre-sales customer engagement support, to post-sale onboarding and integration, and ongoing tier 1 to 3 support.

When your customers purchase Google Workspace from AppSmart, their subscription includes 24/7 Tier AppSmart SmartSupport:

- 99.9% uptime SLA—For continued productivity and business continuity
- Premium security and collaboration features
- Support for Admins and end users with managed escalations for technical support issues that require intervention from Google
- Assistance with licensed product installation
- Support in response to customer questions
- Setup and configuration support and advice
- Troubleshooting





Getting support is fast and easy. Users can initiate a request on AppSmart's Support page for phone, email, or chat support, 24/7.

KEY TAKEAWAY

Providing top-level support for a core product like Google Workspace is a major differentiator for your company, and it should be a key element of your value proposition.

SOURCES

1. Navigating hybrid work with a single, connected experience in Google Workspace, Javier Soltero, Vice President and General Manager, Google Workspace, June 14, 2021
2. The AppDirect Small Business Software Trends Report 2021
3. Overview: Integrate 3rd-party apps with Google Workspace—Start here to find your app and authentication options, Google Workspace Admin Help

ABOUT APPSMART

AppSmart is the #1 marketplace in the world for business technology services, providing the ecosystem to buy and manage applications and services from leading providers such as Google, Microsoft, AT&T, Verizon, and CenturyLink. Tens of thousands of organizations of all sizes, in all sectors, including retail, healthcare, hospitality, manufacturing, banking, education and more, trust AppSmart and our national network of technology advisors to help them make smarter technology decisions. AppSmart is 100% channel driven and exclusively sells via our vendor neutral technology advisor network.

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