Partnering with the CIO

“Views from an Expert Healthcare IT Buyer”

Chuck Podesta
CIO UC Irvine Health
*So where are the vendors?
So you want to be my partner?
The Problem - Most Sales & Marketing People don’t get us
“Buried with vague, impersonal, and untargeted pitches on a daily basis from people who don’t understand our business, our industry, or what makes us tick.”

*Partnering with the CIO, Michael Minelli & Mike Barlow, 2007*
CIOs don’t have time for you!

“I consider my time my most valuable resource. As a result, I get really annoyed by people who waste my time, especially salespeople.”

- Todd Michaud, VP of IT, Focus Brands (Carvel, Seattle’s Best, Cinnabon)

Source: Storefront Backtalk, A Little Bit of Hustle Goes a Long Way These Days
CIOs REALLY don’t have time for you!

“Vendors that pitch a generic marketing message about a product we can’t use are doomed.”

- Chuck Podesta UC Irvine Health
CIOs don’t like you!

“Vendors shouldn’t approach me. If I were in the market for the product being sold, I would have contacted the vendor on my own.”

- Chris Laping, CIO Red Robin Restaurants
CIOs are beingBombarded by Marketing and Sales
Future View – CRM Applications Market Forecast ($M)

Total Market Statistics:
- Total 2018 Revenue = $31.7B
- Source - Dec 2014 Software Tracker
- CAGR = 6.9%
## B2B Marketing Budget Allocations

Based on combined responses from two surveys of senior B2B marketers in 2015.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person trade shows, conferences, events</td>
<td>14%</td>
</tr>
<tr>
<td>Digital advertising/marketing</td>
<td>10%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>9%</td>
</tr>
<tr>
<td>Website</td>
<td>9%</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>9%</td>
</tr>
<tr>
<td>Agency fees</td>
<td>7%</td>
</tr>
<tr>
<td>Digital events: webinars, virtual events, video</td>
<td>4%</td>
</tr>
<tr>
<td>Public relations</td>
<td>4%</td>
</tr>
<tr>
<td>Data analytics</td>
<td>4%</td>
</tr>
<tr>
<td>Traditional advertising</td>
<td>4%</td>
</tr>
<tr>
<td>Promotions/sponsorships</td>
<td>4%</td>
</tr>
<tr>
<td>Market research</td>
<td>3%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>3%</td>
</tr>
<tr>
<td>IT support/development</td>
<td>3%</td>
</tr>
<tr>
<td>Corporate social responsibility</td>
<td>2%</td>
</tr>
<tr>
<td>Telemarketing, teleprospecting</td>
<td>2%</td>
</tr>
<tr>
<td>Testing new market innovation</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>
The CIOs Dilemma
Our Challenges

* Cut Costs   <->   * Build New Capabilities
* Be More Efficient <-> * Be More Responsive
* Standardize    <->   * Customize
* Be Secure      <->   * Be Open
* Make IT Predictable <-> * Make Business Agile
* Execute Flawlessly <-> * Think Strategically
* Enterprise Goals <-> * Business Unit Goals

* We Lead a Schizophrenic life
# Focus in Current Role

*Name the top five areas of focus in your current role*

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aligning IT initiatives with business goals</td>
<td>64%</td>
</tr>
<tr>
<td>Improving IT operations/systems performance</td>
<td>51%</td>
</tr>
<tr>
<td>Cultivating the IT/business partnership</td>
<td>48%</td>
</tr>
<tr>
<td>Cost control/expense management</td>
<td>43%</td>
</tr>
<tr>
<td>Implementing new systems and architecture</td>
<td>42%</td>
</tr>
<tr>
<td>Leading change efforts</td>
<td>39%</td>
</tr>
<tr>
<td>Driving business innovation</td>
<td>34%</td>
</tr>
<tr>
<td>Redesigning business processes</td>
<td>32%</td>
</tr>
<tr>
<td>Identifying opportunities for competitive differentiation</td>
<td>24%</td>
</tr>
<tr>
<td>Developing and refining business strategy</td>
<td>22%</td>
</tr>
<tr>
<td>Meeting with IT vendors</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: State of the CIO 2010
The CIOs World
*Oops Forgot about emails!*

Total = 344
*Vendor Deleted - 146
42%
*Other Spam - 42
*How to Annoy a CIO?
What are the three things about a vendor’s approach that annoy you the most?

<table>
<thead>
<tr>
<th>Approach</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicited Phone Calls</td>
<td>60%</td>
</tr>
<tr>
<td>Lack of Preparation and knowledge</td>
<td>50%</td>
</tr>
<tr>
<td>Unsolicited emails (spam)</td>
<td>40%</td>
</tr>
<tr>
<td>Emails with no clear value proposition</td>
<td>30%</td>
</tr>
<tr>
<td>Voice mails with no clear value...</td>
<td>20%</td>
</tr>
<tr>
<td>Making contact with CXOs over my head</td>
<td>10%</td>
</tr>
<tr>
<td>Thinking an invitation to lunch is worth...</td>
<td></td>
</tr>
<tr>
<td>Small pointless gifts vendors send to me</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Vendor-CIO First Contact: Smarter Approaches for Vendors Seeking to Connect with CIOs, CIO Executive Council
The Breakup Email
Hi Charles,

I've been emailing over the past month, and I'm guessing maybe our timing just isn't right.

If I was a different type of BDR, I would be sending you a cute picture of a puppy or kitten to try to get you to respond. But to spare your heartstrings, I'll just cut to the chase: if you ever are looking for a combined anti-virus, anti-exploit, and forensics product for your endpoint, please don't hesitate to reach out to ContactOne.

Until then, here are some resources you may be interested in:

Netflix Is Dumping Anti-Virus, Presages Death Of An Industry
The Rise of Ransomware & How to Defend Against it

Take care,

Business Development Representative
774-313-9220
Good afternoon Charles,

I just wanted to make sure you have been contacted by [redacted] representative. Have you had the opportunity to speak to someone already? If not, I would be happy to work with you on setting up a time to talk about our pricing model and any other topics that interest you.

Look forward to hearing from you soon.

Regards,

Account Executive
Register Today!

The Strongest Executive Leadership Network Webpage version <http://campaign.r20.constantcontact.com/render?m=1102424019438&c=a0354e1b1c-7b71-400d-8a29-18ccd21690ae>

http://imgs1.constantcontact.com/letters/images/sys/S.gif

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http://images.constantcontact.com/ui/images1/shr_drw_left.png

http://images.constantcontact.com/ui/images1/shr_drw_right.png

http://images.constantcontact.com/ui/images1/shr_drw_divider.png

http://images.constantcontact.com/letters/images/sys/S.gif

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http://images.constantcontact.com/letters/images/sys/S.gif

The CIO as CEO of Technology: <http://20.rs6.net/en.jsp>

f=0112b6Ga27ARx8EM8nGa30UPDuktUFcUp3ya290HuAYwEyRNXvc1HD9nQybktnRqOGs6ObLaExsh8rQI72nzwOWWJm60ltJoNDMq6s6OWSOSUS5BqX4TQGkFxAXRfBv9BCvCFON5F74k9uOUBruJC18BTSUEBAy
ucORSz1OBhxCNF9jK15h2XMyKAb1BPaU4_iEPjIjFT0GkWTSflpEjRgC=wKUF7xu2b159590Ox053uOebGhljykFvuu1BJt7w73Rlkb6y4_g==&ch=I76bDZC9D2qn1PRAxB4UI1P5V1XwN2v8msWUgbqb-RzkVr8DWA==

The Courage to: <http://20.rs6.net/en.jsp>

f=0112b6Ga27ARx8EM8nGa30UPDuktUFcUp3ya290HuAYwEyRNXvc1HD9nQybktnRqOGs6ObLaExsh8rQI72nzwOWWJm60ltJoNDMq6s6OWSOSUS5BqX4TQGkFxAXRfBv9BCvCFON5F74k9uOUBruJC18BTSUEBAy
ucORSz1OBhxCNF9jK15h2XMyKAb1BPaU4_iEPjIjFT0GkWTSflpEjRgC=wKUF7xu2b159590Ox053uOebGhljykFvuu1BJt7w73Rlkb6y4_g==&ch=I76bDZC9D2qn1PRAxB4UI1P5V1XwN2v8msWUgbqb-RzkVr8DWA==
* The forward forever email
* I’m in the area call
* The white paper offer
* The pretend to know me email
* The half gift

* Other Bad Behaviors
*What Does Work?*
Hi Chuck,

I thought I would reach out and share a little more information about Epic and what we do. From experience, I know that you are likely receiving several messages offering Epic staff support. I also know that it is difficult to determine which firms have the experience you really need. Unlike many large vendors, we only focuses on Epic. We were born Epic, and we continue to live Epic. That means that we continue to treat customers and projects as our own personal responsibilities. We are not in the volume/numbers game. We don’t want to be everything to everyone, but rather the best partner for an organization looking for Epic expertise.

We focus on knowledge transfer, long term sustainability, and independence. We do what we are good at, and we are good at what we do. To date, we has made a total of over 300 Epic-centric placements. We’ve worked with over 70 Epic customers to date and received the highest score for Epic Implementation Staffing & Support as well as Quality of Staff in the most recent Epic-specific KLAS report.

I’d love the opportunity to hear more about your roadmap and see where we can lend experience and/or support.

Have a great weekend!

Director – Client Discovery
* The referral
* Knowledge without strings
* Sponsored forums
* Hosted webinars
* Industry events

* Relationship before Selling
* Don’t be arrogant or a know it all.
* Do your homework and be data driven.
* Put skin in the game.
* Going deep is more profitable than going wide.

* How to Partner once you’ve made contact?
Surprise!

CIOs want PARTNERS
*“It’s not adversarial. We are trying to sell our organizations on what you are trying to sell us!”*
* Credibility and trust
* The right message
* Shared Risk and Reward

EQUA____S

* Potential Partner
Oh and One more Thing

https://www.youtube.com/watch?v=q8LaT5liwo4