



Sales and Business Plan Overview

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Mission and Background

Mission Statement

GowenPlaces uses world class software to migrate customers to Office 365, the best productivity software suite in the world and protects this data up using the best available backup and recovery services on the market.

Vision Statement

Cloud-Ready email migration and backup, one business at a time.

Company History/Story "The Pitch"

WA State Business License ID: 604454872

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You love your business and so do we.

That's why GowenPlaces wants to help you get the latest and greatest Microsoft products.

Enter [Microsoft 365](#). Microsoft's flagship offering combines Office 365, Windows 10, and business level security.

Combine this with a [99.99% uptime](#), [scale-ability](#), and enterprise-worthy [security of Azure storage](#), and all of a sudden you get; GowenPlaces Microsoft 365 and Cloud Backup.

One-click recovery, unlimited retention, and scalable industry leading pricing. And Boom. You've got a very slick solution indeed.

With lowered overhead costs, increased freedom, and a support team which cares about your success, GowenPlaces is a great place to:

- Migrate to Office 365
- Backup your Office 365 Cloud Data
- Cloud Strategy Consulting: Microsoft 365

What you will get:

- Receive professional, certified support
- Receive a dedicated Technical Account Manager

Jumpstart your business. We'll handle the IT. Get GowenPlaces today.

Team

Geoffrey Owen DBA GowenPlaces, Owner

Business Associates:

Name: Shaina Huntley – GowenPlaces Business Consulting Partner

Title at his or her company: Owner

Company: Serenity Housekeeping

Phone & Email: 206-484-2307, shainamay@gmail.com

Relationship: Roommate/Friend/Professional Spark / Creator / Motivator / Lifestyle Innovator

<https://www.facebook.com/SerenityHousekeepingSeattle/>

Name: David Huntley – GowenPlaces Technical Consulting Partner

Title at his or her company: Owner,

Company: SmallNetworks

Phone & Email: 206-310-7378, dhuntley@smallnetworks.com

Relationship: Business Partner / Mentor / Knowledge transferrer / Principle Centered Leader

<https://www.linkedin.com/in/david-huntley-4a87137/>

Sales and Marketing Leadership

Name: Tannah Malin – GowenPlaces Marketing Consulting Partner

Title at his or her company: Marketing Director

Company: Serenity Housekeeping

Phone & Email: 206-883-5375, Tannah.malin@gmail.com

Relationship: Spark creator / Motivator / Lifestyle innovator

<https://www.facebook.com/tjmalin>

Target Market

Providing migration services to security-conscious cloud-ready small business customers, using Exchange, POP3/IMAP, or Google to host their email and cloud services, who appreciate the hands-on approach of a dedicated technical account manager and want to know their data is being kept safe.

Locations Targeting

Target Market: All US Customers who fit our target market buyer persona.

Regional limitations: None

Buyer Persona(s):

Name: Small Business Owners and IT Managers

Highest Level of Education: Bachelor's degree

Age: 45-54 years old

Industry: Sales

Organization Size: Small Business Owners with 10-51 employees or IT managers with 51-200 employees

Preferred Method of Communication: Email, phone

Job Responsibilities: People management, IT systems administration

Reports to: Director of IT or CIO

They Gain Information By: Taking online courses, go to conferences

Tools They Need to Do Their Job:

- Email
- Reporting Software
- Cloud-Based Storage & File Sharing Applications
- Content Management Systems
- CRM Software
- Word Processing Programs
- Employee Scheduling Software

Their Job is Measured By:

- Team productivity
- Best use of technology

Goals or Objectives:

- Enhance Communication
- Hone Coaching Skills
- Become A Better Motivator
- Increase Productivity
- Support and Manage Change
- Improve Retention Rates

Biggest Challenges:

- Resources
- Communication
- Navigating Client Relationships & Communications

Omissions

Do not target: Business who are already migrated to the cloud, IT Cloud Admins, or any entity which is already "cloud-first."

Tools, Software, and Resources

Software

CRM Software: Microsoft Dynamic 365 for Sales

Email, Messaging, Communication: Microsoft Teams and Office 365 Exchange Online

Prospecting, workflows, and pipeline: Outreach.io

Platform Software (primary income generators):

- Skykick Migration
- Skykick Cloud Backup
- Microsoft Office 365
- Microsoft 365

Partnership with Small Networks:

- Disaster Recovery Solutions
- Site-reliability Administration Services

Tools and Resources

Sales enablement tools: Outreach.io In September 2019

Marketing / Target Advertisements: Google Ads, Facebook Ads, Yelp Ads

Positioning

We are just starting out in the market. Having no relative position or market presence gives us a competitive advantage; we can compare our service offering, pricing strategy, account management practices, and support systems to other competitors with larger teams and adjust as needed during the rollout phase.

Market Condition

Threat of Entrants (High): There are no significant barriers to entry to the migration and backup market

Supplier Power (Very High): Many SMBs are still using old versions of Exchange or want to move away from Google & IMAP/POP, creating a 500 BN market size.

Threat of Substitution (High): CodeTwo, BitTitan, other Migration or Backup Service Providers will ultimately eat away our market share by providing a different product to do the same job, however, Skykick is dominating the market and has the easiest to use project management-based SaaS platform.

Buyer Power (Low): People need to use email and productivity software in their business. Time consuming and difficult to migrate manually. They can choose not to consider the cloud, use free email services, or not use email or productivity software at all.

Competitive Rivalry (Very High): Companies like – Dell, Microsoft, Intermedia have significant sales, marketing, operations, and technical product teams to manage their lead and functional pipeline. Competition is fierce, however, due to the size of the market cap, we feel we can eat a large chunk of it if our value prop is sound and our advertising methods are on-point!

Value Prop

GowenPlaces offers Small Business Owners and IT Managers the security of trust-based relationships established through our partnership with SmallNetworks and their (origin) customers. The problem is trust and expertise. The owner of GowenPlaces worked for Skykick and worked for Microsoft. He understands the best way to use the product and prepare customers for success in the cloud. A SMB Owner or IT Manager will want to buy our migration and backup service after deciding they are ready to migrate to the cloud and want to have a personalized, 1-1 relationship with the migration service provider.

Competitive Advantages

GowenPlaces competitive advantage is living and working by the 7 fundamental principles of all successful, enduring, and prosperous human enterprises, as identified by Stephen Covey:

- Be Proactive
- Begin with the end in mind
- Put 1st things 1st
- Think “win-win”
- Seek 1st to understand, then to be understood
- Synergize
- Sharpen the saw.

No other organization has read through his book 15+ times and memorized these principles and strives to live and work every day with them in mind.

Pricing Strategy

GowenPlaces may partner with a distributor to gain additional margin on the cloud backup service.

Migration and backup cost: First 30 seats are free (total)

- | | |
|---|---|
| <ul style="list-style-type: none"> • Migration Cost to GowenPlaces - \$50 (or less) <ul style="list-style-type: none"> ○ Markup/Margin to customers: 25% | <ul style="list-style-type: none"> • Cloud Backup Cost to GowenPlaces - \$2 (or less) <ul style="list-style-type: none"> ○ Markup/Margin to customers: 20% |
|---|---|

Competitor Analysis

Migration Service Primary Competitors:

Competitor Name	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
Intermedia	Previous Skykick emp.	Massive Team	Senior Certified TAM
Dell	Previous Skykick emp.	Massive Team	Senior Certified TAM
Microsoft	Previous Skykick emp.	Massive Team	Senior Certified TAM

Cloud Backup Primary Competitors:

Competitor Name	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
Intermedia	Previous Skykick emp.	Massive Team	Senior Certified TAM
Dell	Previous Skykick emp.	Massive Team	Senior Certified TAM
Veeam	Previous Skykick emp.	Massive Team	Senior Certified TAM

*Note. Microsoft is not a backup competitor. We are “better together”

Marketing Strategy

Brand awareness:

GowenPlaces will participate in the Datto roadshow on July 18th (5 days after product launch), wearing gear and toting “swag” to raise awareness of our presence.

Outreach.io (September – November implementation) will allow our team to effectively communicate with customers across market segments (Local, regional).

Google Business Advertising, Facebook Ads, and Yelp ads will promote the name and give “people” brand awareness with the goal of creating a buzz.

Then we will move into targeted YouTube advertising and purchased email campaigns.

Salespeople will be in charge of marketing the business, answering questions, selling “Office 365” to Small Business Owners i.e. articulating value, benefits, and pricing model of migration and backup services and then directing the customer to either our self-service portal or to speak with Geoffrey Owen if they desire to work with the (1st) certified TAM.

Email Marketing

Strategy: Using the Google ‘Search’ Trends (<https://trends.google.com/trends>) we will locate email list providers who focus on lead generation from small business owners. Salespeople should send emails to new IT managers and existing small business owners who are not migrated to the cloud (yet!).

Salespeople can easily determine if a company uses ANY Microsoft services through <https://o365.rocks/>

Social Media Marketing

Yelp for Business

Facebook Business postings and ads to local business with discounts for the first 100 migrations.

Other portions of the GowenPlaces marketing strategy may be handled by a 3rd party marketing company.

Prospecting Strategy, Action Plan

<https://www.thebalancecareers.com/the-7-stages-of-the-sales-cycle-2917515>

Prospect for Leads – Marketing efforts

Set an Appointment – Calendly.com

Qualify the Prospect – Determine if they want to migrate

Make Your Presentation – Use Skykick’s collateral and Office 365 selling sales funnel tools.

Address the Prospect's Objections – Talk Points: productivity, cost reduction, flexibility, mobility

Close the Sale – Office 365 Invoicing

Ask for Referrals – Email communication – Using <https://get.reviewly.io/>

Goals

3 Month target:

Sales Target: \$5,000

Deal Target: 80 (about 27 a month or 1 deal a day)

3+ Month target: \$50,000

800+ migration deals are required to reach this goal

Budget

N/A