



# Plan, Market, Sell... Succeed

Strategic Resources for Planning for the Future





## Drive Your Business Forward With Research-Backed Thought Leadership

In today's rapidly evolving digital landscape, technology leaders need to move fast. Decisions must be made with confidence and an understanding of global, regional, and local markets. IDC's robust catalogue of research, data, insights, and thought leadership is an integral part of future planning and decision making.

Our foundation of trusted research and insights span technologies, geographies, and industries, and our custom solutions cover strategy, sales and marketing, business measurement, and management to help your business grow. Whether you're looking for a research subscription or a custom product, IDC's commitment to your future spans more than 60 years of expert analysis. This eBook will offer choices that will help you:

- ☑ **Plan:** Make better informed technology spending decisions and capitalize on the right opportunities, markets, and buyers.
- ☑ **Market:** Empower your marketing with quality digital content that moves prospects and customers along the buying cycle.
- ☑ **Sell:** Sell more effectively by making your sales conversations highly relevant to your buyers' needs.



**"Every year, IDC surveys more than 300,000 tech buyers to develop forecasts and determine market share for hundreds of technology markets. Clients use our data because they recognize and value our rigorous survey methodologies."**

Meredith Whalen, Chief Research Officer

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1

**CUSTOMIZED MARKET INSIGHTS**

Layer your syndicated data with our customized analytics and gain a deeper analysis of your market and customers.

2

**BUYER BEHAVIOR RESEARCH**

Understand the purchasing behaviors and trends of technology buyers across various industries and geographies.



3

**RESEARCH-RICH CONTENT ASSETS**

Crafted with unique insights, our content distinguishes your brand and empowers confident purchase decisions.

4

**CUSTOMER VALUE TOOLS**

Value selling resources to empower your B2B buyers, improving your customer connection and driving conversions.



5

**SALES ENABLEMENT SOLUTIONS**

Tailored sales training provides insights into changing verticals and B2B behaviors and sales tools to close deals faster.

6

**PARTNER AND CHANNEL SUPPORT**

Eliminate uncertainty by connecting you with partners aligned with your goals, and are poised to drive your success.

## Plan: Fast-Track Your Future

It is critical to understand strategic markets and what is driving customer demand. Build resilience through intelligence to persevere and excel no matter what the market conditions.

Watch as IDC’s Boyd Chastant, Group VP Worldwide Custom Solutions, talks about using custom solutions to master strategically important markets.



**Download Our Complimentary Competitive Strategy Workbook [Here](#)**

When planning for your future, the best thing you can do is make sure your strategies are based on insights directly relevant to your organization's objectives and challenges.

IDC’s custom data and insights offer a personal approach to identifying unique opportunities, optimizing operations, and delivering trusted customer experiences.

Enhance your market data with our customized approach to insights.

[Partner With Us](#)



## Market: Empower Your Marketing

Your business is unique; your marketing should be, too. Using tailored insights to help you adapt your marketing and sales approach creates content that fuels purchase decisions and gets noticed in a hyper-educated buyer market.

Thorough market research will identify potential partners that align with your target profile. Qualified insights, data-rich research, market share data and forecasts help business leaders identify and act on market opportunities.

IDC's comprehensive research abides by rigorous standards that align to buyer decision making and is curated by tenured market and technology experts.

***Define, guide, and size your market with trusted insights from IDC. Our comprehensive research is gathered by more than 1,300 global analysts who provide a transparent and methodical approach to cutting edge research. Reach your ideal customer with digital-first tailored data.***

[Learn more](#)





## Sell: Grow Your Business With Effective Sales

Inclusive and engaging conversations begin with preparation. Preparation begins with world class industry research, including trends and new strategic priorities so that sales can connect buyers or strategic priorities back to your technology.

Insights and research prepare you for having challenging conversations around specific market opportunities, especially with C-level buyers. Outcome-oriented conversations, specifically those centered around ROI and customer value, remove doubt and hesitancy in purchase decisions.

Sales enablement is evolving rapidly. The scope of sales teams' responsibilities has grown as buyers eschew the concept of "being sold to" and instead look to sellers for guidance and advisory. Teach your reps to be partners, not pushers. Five tips to build a solid sales organization:

- Identify and define your business objectives
- Consider your unique business needs
- Review current technology architecture
- Remember the importance of AI/ML and data analytics
- Look to the future



# Jumpstart Your Success

Pro Tips	Notes on Your Next Steps
Plan: Find new opportunities. Equip your planning cycles with tailored market insights and data, customized to your view of technology markets and verticals.	
Market: Differentiate your brand and empower marketing, sales and partners to accelerate the customer journey through industry-trusted content.	
Sell: Accelerate decisions and sales by enabling sellers and partners with interactive digital tools that connect need with value, to engage the new digital B2B customer.	

**For nearly 60 years, IDC has helped technology vendors understand their buyers and accelerate growth.**

**Leverage IDC's Custom Business Value solutions to advance your sales and marketing activity:**

**Identify New Opportunities, Make Informed Decisions**

- Define and Guide the Market With Research Subscriptions That Provide Trusted Market Intelligence.

[Learn More](#) →

**Generate Leads and Accelerate New Business**

- Custom Solutions Provide Compelling Content and Campaigns That Engage Your Target Audience.

[Learn More](#) →

**Elevate Your GenAI Strategy**

- Directly Capture Customer KPIs, Identify Relevant Use Cases, and Transform Tailored Customer Reports into Impactful Business Strategies with IDC's GenAI Use Case Prioritization Tool.

[Learn More](#) →

