

Technology Envoy and Evangelism

"The essence of Evangelism in Technical Sales"

V3.0 – *DRAFT*

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Executive Overview

Technical sales evangelists are an ideal balance of entertainment value and technical depth. By entertainment value, I mean they are able to quickly captivate an audience and cultivate their rapt attention. They demystify technology with contagious enthusiasm, making complex landscapes simple and compellingly clear. Their ability to be articulate, in a comprehensively concise fashion, enables them to apply technology flexibly while building a clear vision of a customer's solution space. The style and pace with which they deliver their message fosters credibility, provokes insightful conclusions, elevates a customer's comfort level and avoids raising issues that might otherwise distract from the story being told. An evangelist is able to blend technical prowess and sales savvy, in a passionate pursuit of thought leadership, to accelerate aligning IBM solutions with customer priorities.

It has been said that we have plenty of technical professionals that are able to make the simple sound too complex. We also have sales professionals that are able to spin product sales messages into a compellingly over-simplified version of the truth, ethically embellishing to a degree that a customer's buying vision and implementation expectations are out-of-sync with the realities and challenges of real-life production deployments. An evangelist is a hybrid of our typical technical and sales professionals. They are able to weave the right level of technical details throughout a select set of sales messages so that a customer's buying vision is better aligned with the capabilities of our products. They can decide on-the-fly what level of technical detail needs to be included or excluded, so that a clear picture of the solution space is established.

So what makes an evangelist "tick"? How are they able to "tell the story" in a way that gets our customers excited and energized about doing business with IBM? What skills do they have that are "teachable" on the job and what skills are so ingrained or innate that IBM needs to hire-in this talent by seeking out certain attributes in new recruits during the interview process?

Let's take an inventory of the skills and attributes that are most indicative of an Evangelist, identifying which ones are 'teachable' versus which ones are innate and therefore need to be acquired through hiring tactics. Below I've dissected the opening paragraph into 15 evangelistic attributes. At first glance, 7 are somewhat teachable (in **bold**) while 8 are innate attributes (in *italics*) that are difficult or impossible to teach. In the following pages, we'll walk through each one and describe each evangelistic attribute in more detail.

- *Entertainment value*
- **Technical depth**
- **Demystify technology**
- *Contagious enthusiasm*
- *Making complex landscapes simple and compellingly clear*
- *Articulate*
- *Comprehensively concise*
- **Building a clear vision of a customer's solution space**
- *Style and pace with which they deliver their message*
- **Credibility**
- **Avoids raising issues that might otherwise distract from the story being told**
- **Technical prowess**
- *Sales savvy*
- *Passion*
- **Thought leadership**