

The background of the page features a photograph of two men in a professional setting. The man on the left is partially visible, looking towards the right. The man on the right is wearing glasses and is pointing his right hand towards a screen that is out of frame. The entire image has a warm, orange-toned overlay.

CHAPTER 6

Tips for Navigating Your Organization's Evaluation Process

We've talked at length about the importance of thoroughly understanding the goals of your organization, what's required to achieve them and the perspectives of the leaders responsible for them.

With those pieces in place, finding a well-aligned vendor becomes much easier. There's one final hurdle to overcome: Obtaining approval to bring your preferred vendor on board.

In this chapter, we provide six tips to help you seal the deal.

Have Your Elevator Pitch Ready

Make sure you can summarize the capabilities of your preferred vendor and why you've chosen them. Start with an overview that's strong yet to the point.

It should include:

- ✓ What you need to achieve organizational resilience
- ✓ How the technology will support those goals
- ✓ Proof of your vendor's ability to provide the right support



Here's an example from an established industry leader:

“OnSolve proactively mitigates physical threats, allowing organizations to remain agile when a crisis strikes. That means saving lives, protecting communities and safeguarding critical infrastructure that powers our economy. OnSolve offers our organization early detection with Risk Intelligence, the ability to reach the right people with Critical Communications and capabilities to activate crisis teams with Incident Management. OnSolve leverages expertise and innovative technology to lead the transformation from critical events that manage people to people successfully managing those critical events.”

Use Facts and Figures

two



Don't forget your "Why."

The more you can support it with data the better.

Revisit Chapter 1 of this workbook to discover your "Why."



Know the key stats from your potential vendors.



What does the best in the business look like?

30,000

customer base

50%

of Fortune 100 companies served

2 billion

alerts sent annually

70+

combined years of market-leading expertise

90,000

mission person cases supported

15 million+

global events detected for our customers in the last 12 months

[LEARN MORE ABOUT THE ONSOLVE DIFFERENCE](#) →

Anticipate Objections

Creating consensus among your buying team will require handling some objections. Even when you don't know the answer yourself, being prepared to handle those objections will make the process smoother.

You can do this by:

- ✓ Asking colleagues from other departments for support
- ✓ Following up with your vendor account manager to ensure they will provide materials, demonstrations and coaching
- ✓ Obtaining customer stories and references to support your case



Expedite the Process By Having Stakeholders Review in Parallel

It's more efficient for all stakeholders to review at the same time so objections and questions can be handled as needed, without slowing the entire project.

However, as we touched on in Chapter 2, this will depend on the size of your organization and how many stakeholders are involved in the approval process.

Overall, it's important to keep your messaging as succinct as possible, while demonstrating how the values for the various stakeholders are all interconnected.



Understand Your Organization's Decision-making Format

Often overlooked, understanding how the stakeholders at your organization prefer to have information presented to them can go a long way to helping you win your case.

Do your finance and legal teams prefer Excel files? Do leaders prefer PowerPoint or briefings? Is it better to present short, high-level documents or should you provide more detail?

Speak with your finance or procurement teams early in the process and ask for examples of strong decision-making documents.



Rely on a Vendor Who's a Trusted Partner

In a survey of more than 250 B2B customers, 77% of them rated their purchase experience as extremely complex or difficult.*

This is why it's nearly impossible to do it alone. You need a trusted vendor with experience to support you through the entire process, starting with implementation and continuing throughout the relationship.

For example, OnSolve provides a unique Start, Coach, Care methodology.

*[Gartner](#)

Six



Start

You'll meet your dedicated OnSolve team at project kick-off, where your account manager will review your needs, discuss any changes and begin the collaboration process. This ensures you can set goals and outline your success criteria right from the beginning.



Coach

Throughout each phase of solution implementation, you'll be guided by subject matter experts. You'll connect regularly with coaches to ensure best-in-class delivery and engagement with your users.



Care

After rollout, customer support is available 24/7/365 for regular account management check-ins, access to the OnSolve Customer Community and exclusive customer events and webinars.

Sell the Value



One Office of Emergency Services averted widespread blackouts with OnSolve IPAWS Alerts.

During a massive heatwave, a large state's power grid operator utilized OnSolve to alert residents in the target counties, asking everyone to conserve power where possible.

As a result, the power demand decreased significantly and hundreds of thousands of residents avoided a power loss during dangerously high temperatures.

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Preliminary Vendor Questionnaire

These questions can get you through the first phase of evaluating a vendor. Depending on your requirements you'll know whether you want to investigate further or move on with your search:

Vendor name:

What's the size of their customer base?

What industries do they serve? (including size/ranking of their average client)

How long have they been in business?

Do they operate globally or strictly in the U.S.? If globally, for how long?