Gartner – Needs Development Assignment

Your objective is to 1) identify two reasons why a Chief Information Officer (CIO) would want to purchase research and consulting services from Gartner, and 2) create two sets of SPIN questions and desired answers that will help a prospect develop an interest in seeking outside help for IT strategy development. **Note: these questions should not be geared toward getting the prospect to buy Gartner.** They should be focused on getting the prospect open to seeking outside help. You will need to review the Gartner training material on D2L to identify key needs a CIO may have, and then create the questions and answers (i.e., the dialogue) that uncovers those needs. **Please organize your questions according to the SPIN questioning strategy.** You will need to submit your completed document via the D2L assignment dropbox, ***including the two needs and the two sets of dialogue***, by the deadline specified in D2L). **(Note: Name the file yourlastnamesGartner.doc)**

# Example: Beta Enterprises – A Consumer Goods Manufacturer

Buyer: Dana Smith – Chief Information Officer

Need: The buyer needs help creating IT policies in order to improve IT efficiency and reduce costs.

## Situation Questions

Seller: I understand you are new to this position, how long have you been the CIO?

Buyer: Three months.

Seller: That’s not very long. Is this your first time in the role of CIO?

Buyer: No, but the company I worked for previously was much smaller and had far fewer IT systems.

## *Problem Questions*

Seller: What is the biggest challenge you’re facing in your role as CIO of a much larger company?

Buyer: We aren’t very organized with respect to hardware, software, and systems purchase or usage. Each department seems to operate independently when it comes to purchased software and hardware.

Question to identify problem as opposed to symptom

Seller: What do think is the reason for the lack of organization?

Buyer: We lack coherent IT policies regarding social media, software, hardware, and information systems usage.

Seller: Have you had problems with creating the IT policies?

Buyer: Yes, it’s a complex task and it’s difficult to know what specific policies are needed and how to write such that they are comprehensive and easy to understand.

## *Implication Questions*

Seller: How has the lack of proper IT policies affected your business?

Buyer: We waste resources. For example, we have different departments buying computer hardware separately and without any sort of collaboration. We end up overpaying for the hardware, and we then have two different systems to support instead of one.

Monetize if possible

Seller: Have you put a dollar figure on the wasted resources resulting from not having coherent IT policies?

Buyer: From what I can tell, last year we wasted approximately $50,000 on hardware we paid too much for, or didn’t need.

## *Need Payoff*

Seller: Other than saving $50,000 on hardware purchases, how else would having comprehensive and easy to understand IT policies help you and your company?

Buyer: I’m sure we’d save at least that much on software spend, and it would make providing technical support much easier.

Seller: Have you considered having a third party with expertise in this area help you develop your IT policies?

Buyer: Not really.

Seller: Give the challenges and potential consequences you’re now facing, is that something you’d be open to talking about?

Buyer: Definitely

Note: This is an example of 1 dialogue. The assignment calls for 2 **separate** dialogues.