

Baker Communications Introduces Digital Transformation Selling Series

BCI Launches the Digital Transformation Center of Excellence to Help IT Buyers and IT Sellers Succeed in the Era of Digital Transformation.

HOUSTON, TEXAS, UNITED STATES, August 14, 2018 /EINPresswire.com/ -- As this era of digital transformation accelerates, BCI launches a [Digital Transformation Center of Excellence](#) to offer solutions and workshops for both enterprises and for sales teams. This center of excellence will start with the introduction of four (4) new programs to help IT buyers and IT sellers improve their knowledge and skills in this era of digital transformation.



According to Walter Rogers, BCI's CEO, "More and more companies are contemplating moving their businesses to the cloud, as well as availing themselves of artificial intelligence (AI), machine learning (ML), and other emerging "Internet of Things" (IoT) technologies to advance their company's goals and market position." Mr. Rogers went on to say, "These new workshops will

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provide buying and selling teams the knowledge, skills and tools that will help them to understand how to maximize the transformation that's occurring. For sellers, that means how to better position their offerings to support their clients moving in this new direction. For buyers, it helps them create a digital transformation playbook they can immediately implement in their company. By helping both buyers and sellers we are enabling rapid change from both sides.”

According to Gartner, the worldwide public cloud services market is projected to grow from \$186.4 billion in 2018 to \$302 billion in 2021. This rapid growth can be seen in companies like Amazon Web Services, a BCI customer who

is helping companies in a broad range of areas, from expanding product offerings into platform offerings, to helping research organizations rapidly expand their experimentation without waiting for expensive new data center infrastructure to be built. This enterprise cloud spend is significant and growing quickly. Twenty-six percent (26%) of enterprises spend more than \$6 million a year on public cloud, and 52 percent spend more than \$1.2 million annually. Gartner also reports that 20 percent of enterprises plan to more than double public cloud spend in 2018, and 71 percent will grow public cloud spend more than 20 percent.

For enterprise senior management who are responsible for their organization's digital transformation, the "Digital Transformation Strategies for Enterprises" [offering](#), based on the

best seller "The Digital Transformation Playbook" written by professor David Rogers from Columbia Business School, will guide them through new options available as a result of this market movement, as well as create a playbook they can use to successfully plan the digital transformation of their enterprise.

For sales teams who want to learn [how to sell](#) into this new market, as well as how to better position their offerings to fit into their customer's new directions, there are 3 programs that start with an introductory "Digital Selling Essentials" 2-day event, as well as a 2-day "Advanced Digital Selling Strategies" workshop. The "Cloud Migration Sales Play" offering puts to use all of the knowledge and tools gained in the first two workshops into practice through a "Cloud Migration Sales Play" that can help them gain new revenue streams immediately.

In addition to these leading edge workshops, Baker Communications is also putting together a "Distinguished Lecture Series" that will bring these key advisors, and their knowledge about digital transformation, directly to each company on a monthly schedule. The series is planned to debut in the fall of 2018. These company lectures and subsequent executive discussions will help companies reposition their product offerings into a platform strategy, and show them how to best implement these changes in the marketplace.

For more information on the Digital Transformation Center of Excellence, please go to <https://www.bakercommunications.com/cloud/>. For more information on the digital selling series, go to <https://www.bakercommunications.com/cloud/cloud-sales.html>. For more information on the enterprise leadership program, please go to <https://www.bakercommunications.com/cloud/accelerating-digital-leadership.html>.

ABOUT BAKER COMMUNICATIONS, INC.

As one of America's fastest-growing corporate training companies, Baker Communications has helped over 1.5 million professionals reach maximum performance for over 37 years. Globally recognized companies and government agencies, including ExxonMobil, Amazon and Honeywell depend on Baker Communications to equip their employees with skills to increase market share and produce immediate results. Baker provides customized targeted practice-driven performance improvement solutions that produce rapid, measurable results. Baker Communications' solutions have been utilized and delivered worldwide, throughout Europe, South America, North America, the Middle East, and Asia Pacific.

BCI offers a full-range of options for learners. These options include our proprietary and custom workshops, as well as a full line of technology such as the new L.E.A.P. platform, a next generation e-learning system, Sales Mastery online library, and KnowledgeNow/MessageNow which allow embedding training into your CRM and other applications.

BCI is proud to announce that six of its customers have won the coveted 2018 Global Learning! 100 Award. In addition to this customer success, Baker Communications is pleased to announce that it was named one of the Top 20 Training Companies in the world in 2018, as well as one of the Top 20 Content Development Companies in the world.

For more information, please go to www.BCICorp.com.

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