

The Passion of Selling the Cloud

IT Connection Blog by Michal Halama

Summary Bullets:

- Hybrid cloud has scope to satisfy many needs
- Hybrid cloud requires a dispassionate sale

It is a common belief that the public face of selling requires passion. Pure cloud services, such as those from Google or Amazon, offer plain and direct solutions that can satisfy straightforward storage, compute and applications needs. So, pure cloud solutions play a useful role for IT managers. They can also be readily understood by customers and believed in by sales people. Hybrid cloud is, however, growing in popularity among buyers and sellers, because not all IT problems are straightforward and hybrid cloud offers wider choices to match more needs. Read more of this post at <http://bit.ly/N7PFf6>

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