

How Shark Camp for Partners helped Riley to confidently co-sell solutions with ServiceNow

Meet Riley Jankowski. Riley's an inside sales representative at Glidefast Consulting and a recent graduate of the University of South Carolina. Glidefast is an elite ServiceNow partner, with offices in Massachusetts, Texas, and Ohio, although Riley's based in New York City.

Riley first caught our attention when she attended ServiceNow Shark Camp, our industry-oriented, immersive sales training course that helps partners increase deal sizes by co-selling solutions alongside the ServiceNow sales team. Riley was an enthusiastic participant and added a lot of value for everyone who attended, so we wanted to hear about her Shark Camp experience.

According to Riley, "I'd already heard about Shark Camp, and I was really interested in the sales simulations and ServiceNow guest speakers. So, when my SVP asked me if I wanted to go, I jumped at the chance. As someone fresh out of college, it was a great opportunity to learn about value selling and how to partner with ServiceNow. And it was awesome to have the opportunity to network with people like me from other ServiceNow partners."

Learning to sell solutions, not products

Riley spent three days at Shark Camp. She says, "We learned something new every day, but it was all connected together. We'd start out with tutorial sessions, and then do a hands-on simulation to put what we'd heard into practice. Then we'd hear from a ServiceNow guest speaker and wrap up the day with a Kahoot! game. I looked forward to the game at the end of the day—it was really fun and reinforced what we had learned."

For Riley, one of the biggest things she learned was solution selling. "Shark Camp taught me that there's no point in trying to sell unless you're addressing a specific problem," she explains. "And it showed me how to look for things that will make the customers life easier. Understanding Now Value and the value-selling framework really helps you to do that. What I found amazing was that ServiceNow wants you to solve problems rather than just sell products."

ServiceNow and partners sell better together

Riley also talks about how ServiceNow would rather work with partners than sell alone. "I've seen Glidefast AEs working with ServiceNow sales to grow deal sizes. And Shark Camp really drove that home. We learned how to work with ServiceNow to understand customer problems, align them with solutions, and come up with a joint plan to sell to the customer. It's so much better for everyone when you work with each other instead of against each other. It's important to grow that relationship so you can work together for years to come."



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Shark Camp also showed Riley how ServiceNow is investing in that relationship. “We had great guest speakers from ServiceNow—people high up in the ServiceNow organization who took the time to help us succeed. For example, one of the guest speakers was the ServiceNow VP of global alliances. It was really cool to hear him talk about how marketing plays a huge role in helping partners to co-sell with ServiceNow.”

An opportunity to learn from each other and build industry relationships

Finally, Riley can't stress enough how great it was to talk to other partners. “My breakout group was full of other women from the industry. It was so interesting to share our experiences and work together in the sales simulations,” she says. We learned as much from each other as we did from the course, and it was awesome how we helped each other to come to the right conclusions.”

The confidence to engage with customers and build your career

So, what has Shark Camp given Riley? In a word, confidence. According to Riley, “When I came into the course, I was so nervous since I was one of the youngest people there. However, my confidence grew over the three days, and I've taken that back with me to work. For example, we ran a new campaign just after the course, and I felt really prepared to sit on calls with prospects and our AEs. In fact, I'm now transitioning from inside sales to a full AE role. I'm so excited about that. Glidefast is a great place to work, and I really want to grow my career there.”

