



3 Simple Sales Strategies One MSP Used To Secure A **400% Increase In Managed Services Sales** AND Shorten Her Sales Cycle From **5-9 MONTHS** To Just 3 **WEEKS**

(Watch The Video To Get A Better Explanation Of These Strategies:

<http://managedservicesblueprint.com/live/blog>)

1. **Shock-N-Awe Package:** The purpose of a shock-n-awe package is to pre-sell the prospect on hiring YOU, to overcome common objections and establish YOU as the authority BEFORE you have the first meeting. This makes closing the sale much easier by separating you from your competition and helping the prospects realize that YOU are the most qualified IT firm REGARDLESS of price.

The MISTAKE most MSPs make is that they don't have ANY type of credibility-building marketing collateral to facilitate and support their sales efforts. Most are using only a flimsy business card, tri-fold brochure or techie flyers which are **COUNTERPRODUCTIVE** to your sales efforts because they make you look just like everyone else offering the same services; and when you appear to be just as competent as everyone else, you end up getting shopped on PRICE. After all, why should a prospect pay MORE for the same service? (At least that's the conclusion they will come to UNLESS you give them clear, concrete reasons why you are more qualified and competent than every other competitor).

Listen to the video to hear Sitima talk about what she's putting into her shock-n-awe package.

2. **Do The Math:** Don't expect your prospect to understand that downtime and IT problems cost them money – let alone how MUCH. If you really want to close more managed services sales, you have to prove your services actually SAVE the prospect money through better efficiencies, reduced downtime, problems, and staff time. If you cannot do this – or if you cannot demonstrate this to the prospect - you are simply an expense like office supplies that are to be bought at the cheapest price possible.

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3. **Script Out Your Presentation With Key “Sound Bites.”** A “sound bite” is a scripted communication you deliver verbally to pro-actively overcome a sticking point in the sales process.

Two great examples are given by Sitima in the video. Some of the other “sound bites” you should strategically create are below. These are but a few of the important ones you should have:

- To put the prospect at ease early on in the first meeting
- When explaining why you need the decision maker at the meetings
- When explaining how your audit process (or sales process) works
- To overcome (preempt) common sales objections
- How to ask for the order (money)

Bonus Tip:

- **Create “wedge” questions that help your prospect see that they are being underserved without bad mouthing your competition.** I learned this strategy from sales trainer Randy Schwantz who spoke at the recent Boot Camp.

Why Wedges Work: Most prospects are NOT savvy buyers of IT services and therefore do not know they are being underserved by their current IT person, be it in house or outsourced. They have no idea what GOOD service IS and therefore think they “already have IT support handled.” (Ever heard that one?)

The purpose of a wedge question is to carefully construct a question to reveal holes in the current service and support the prospect is paying for, allowing the prospect to come to the natural conclusion they are being underserved and therefore need to look for someone else to support them.

If you go into a prospect’s office and blatantly bad mouth the person they are using now, you risk looking unprofessional and may lose any chance of winning that prospect over, even IF you can do a better job. That is why it’s critical you have a strategy for letting the prospect come to that conclusion.

Listen to the video to hear Sitima deliver an EXCELLENT wedge question.

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