



How To Avoid Losing Sales To A Lower-Priced, Lesser-Qualified MSP:

How Do You Deliver Your Services BETTER Than Your Competitors?

What are the biggest frustrations prospects have when outsourcing their IT support?
Frustration:
How Do You Solve It?
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Suggestion: “The 5 Biggest Frustrations Business Owners Have When Outsourcing Their IT Support...And How We Solve Them All”



Set The Buying Criteria:

What should a prospect LOOK for in an MSP...or AVOID?
Criteria #1:
Why Is This Important?
Criteria #2:
Why Is This Important?
Criteria #3:
Why Is This Important?
Criteria #4:
Why Is This Important?
Criteria #5:
Why Is This Important?
Criteria #6:
Why Is This Important?
Criteria #7:
Why Is This Important?

Suggestion: “7 Critical Characteristics You Should Demand From Your Computer Consultant To Avoid Getting Ripped Off, Disappointed And Burned By Substandard Service”

“7 Revealing Questions To Ask Any Computer Consultant Before Hiring Them To Support Your Company’s Network”



Make It Believable:

How are you going to validate your claims?

- Client testimonials
- Endorsements from a respected person(s)
- Written guarantees
- Industry reports or statistics
- Case studies that detail the RESULTS you've delivered to clients
- Awards you've won
- Certifications or proof of qualifications
- Description of your process or system

How To Use This Information:

1. On your web site
2. In a free report
3. Have someone interview you and put the audio on a CD or your web site
4. In your shock-n-awe package
5. On the back of your business card
6. In a self-published book
7. In a lunch and learn seminar, webinar or other presentation
8. In a telemarketing script