



THE LEAD MACHINE  
for IT Service Companies

### **Part 1 - Secrets to Selling and Closing**

We'll provide a step-by-step guide to help you sell more, especially the ultra-profitable and predictable Managed IT and Cloud opportunities. Presented from personal experience and market influences, the viewers will gain a deeper understanding of the steps to creating a predictable system of revenue with Managed Services. The internal efforts and changes necessary for success will be covered and recommendations on steps to grow are presented.

### **Part 2- Finding, Growing and Developing Successful Sales Professionals**

We'll help you understand and identify the types of people who make the best sales professionals. We'll explain what to look for and how to know if you have an individual worth the investment. We'll address how to manage and incentivize your sales team and look at new compensation models for sales professionals. You'll learn how to create an environment that propels your current sales people but also enables you to cultivate your own talent through preparation and processes. We'll also show you how to prep for interviews.

### **Part 3 - Creating Proposals & Quotes that Get Signed**

Too many MSPs and VARs rely on quotes and unprofessional proposals that do little to reinforce the client's instinct to go with you....in fact, they often result in questioning their decision. The result? A lower close ratio. This session includes not only when quotes or proposals should be used, but best practices on what should be included and how they should be presented.

### **Part 4 - Creating a Marketing Lead Machine**

We'll cover the essentials of marketing, the preparation involved in creating a strategy that fits your budget, needs and targets and explain the difference between sales and marketing and how they interact. Then we'll provide examples and explain how to create customized marketing, PR and referral program strategies by leveraging CompTia best practices and templates to create an actionable plan for your business.