



Managed Services Magical Growth

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**SEISMIC
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**MAKE
YOUR
MARK**

Managed Services Magical Growth

- ★ **Welcome and Housekeeping Items**
- ★ **Selling With a Systematic Process**
 - **Customer Centered Selling Methodology**
 - **How It Applies to Managed Services Sales**
- ★ **Questions and Answers**

Managed Services Magical Growth

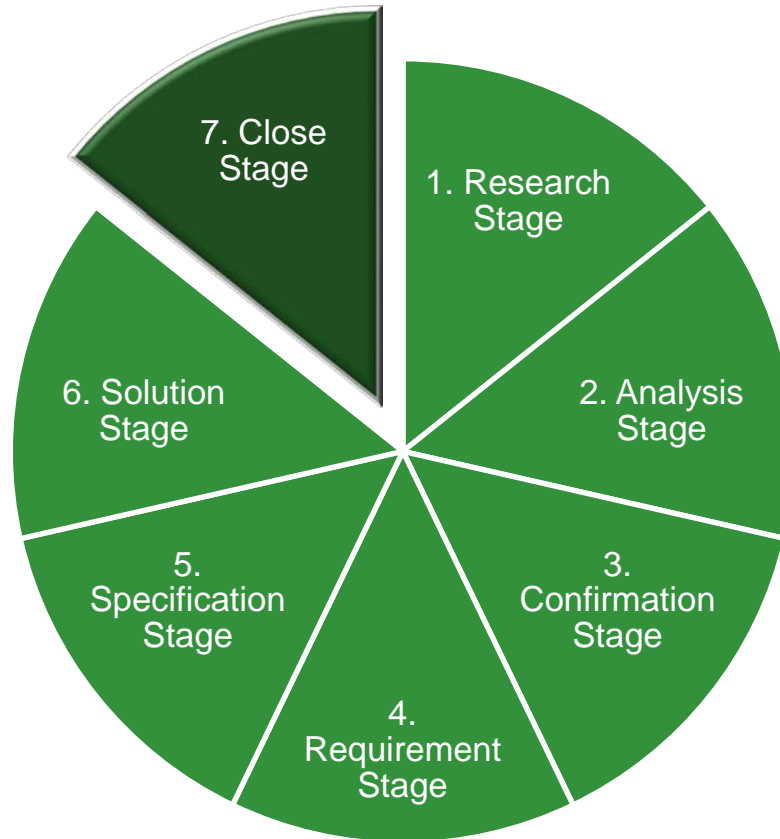


Managed Services Sales Process

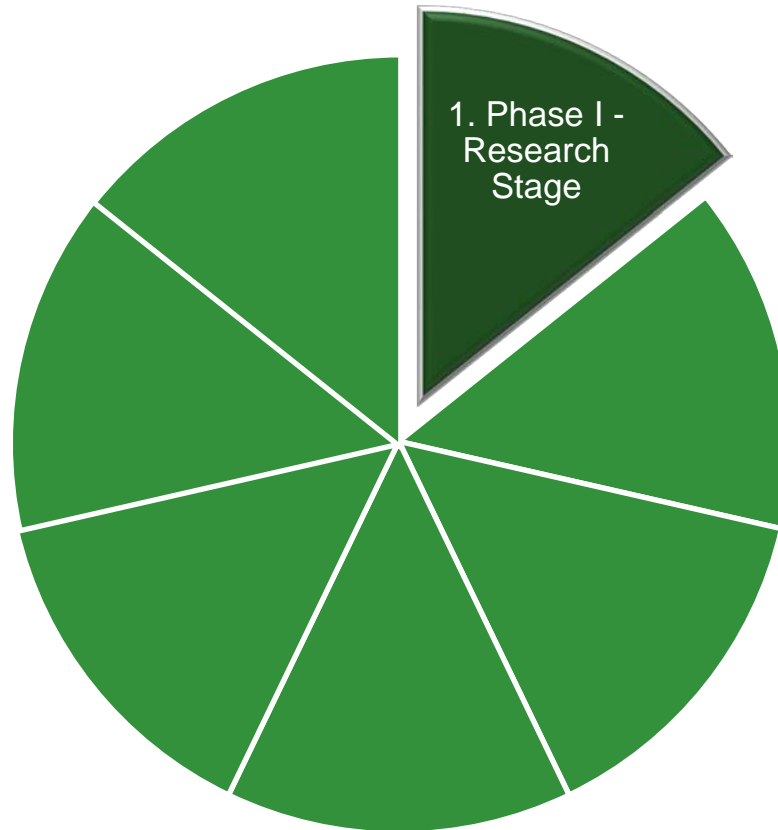
★ Step 1: First Meeting

- Lead generation
- First appointment with prospect – Phases 1 – 5
 - ◆ VCIO
 - Site counts, device counts and user counts
 - IT vendors
 - Tour site(s) – note non-compliant equipment
 - ◆ CEO or Sales Consultant
 - Total employees and annual payroll
 - IT staff or contractor cost
 - Top 3-5 business challenges relating to IT (from prepared list)
 - Top 3-5 desired outcomes relating to IT (from prepared list)
 - Identify top services to offer from a “Services Wheel”
 - ◆ Schedule follow-up meeting

Customer Centric Selling



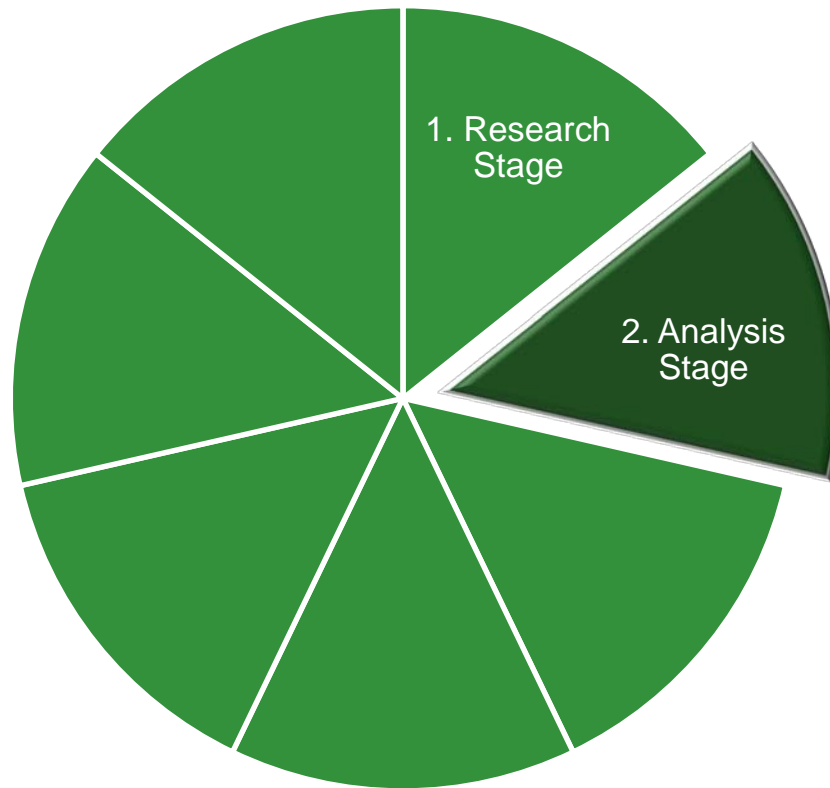
Customer Centric Selling



Customer Centric Selling

- ★ **Research Stage - Phase 1 – Starts the Conversation**
- ★ **Closed vs. Open Questions**
 - **Bob, are you the only decision maker? (Closed)**
 - **Who, besides you, will be responsible for this decision? (Open)**
- ★ **Use background probes**
 - **Keep your questions open**
 - **Position your solutions as you probe (e.g. uptime)**
 - **Let client/prospect talk – you listen!**

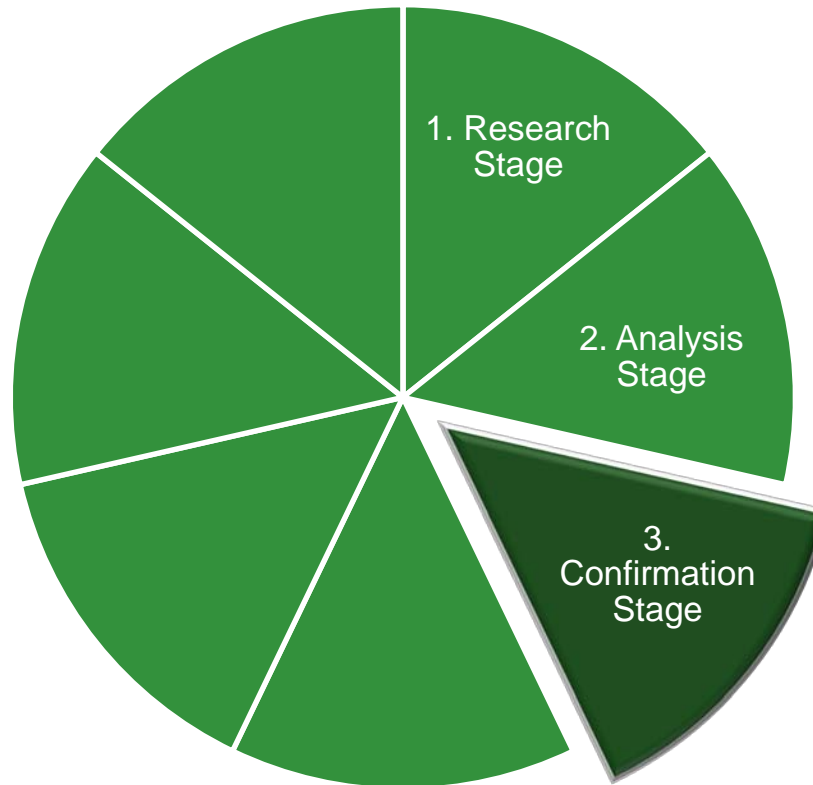
Customer Centric Selling



Customer Centric Selling

- ★ **Analysis Stage - Phase 2 – The Client Is Sharing**
- ★ **More Probing Questions – 3 Types**
 - **Identifying Probes - get the client to identify their business challenges**
 - **Developing Probes – builds upon identifying probes and goes deeper into each issue**
 - **Impact Probes – plants the consequences of the decision in the client’s mind.**

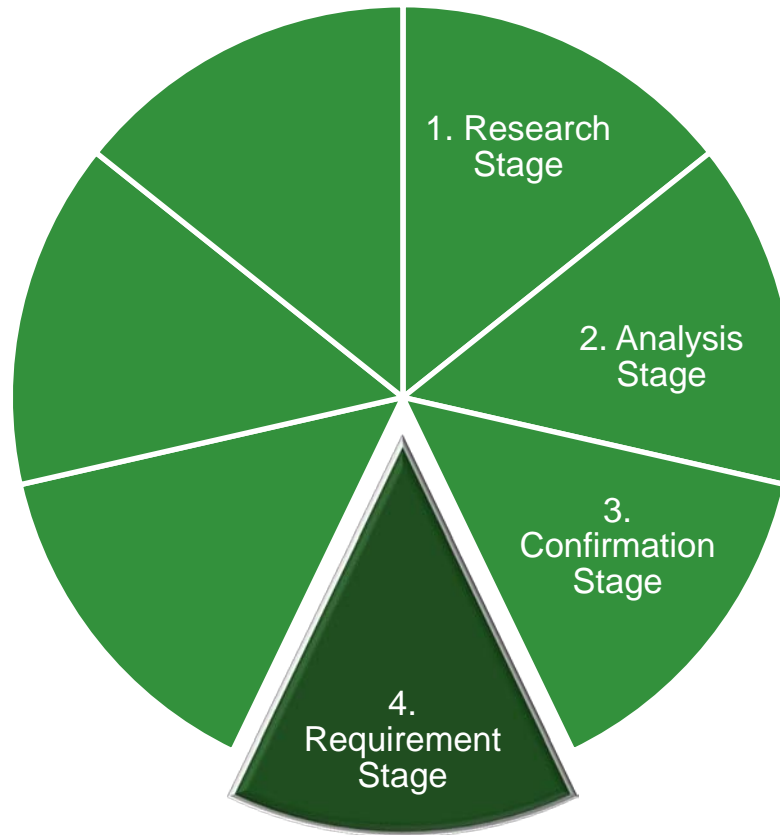
Customer Centric Selling



Customer Centric Selling

- ★ **Confirmation Stage - Phase 3 – Getting Past the Decision Point To A Decision Will Be Made**
- ★ **Test understanding of concerns/needs**
- ★ **“Any other concerns?” – IF NEEDED**
- ★ **Commit to change – “So, if we are able to solve the top 3-5 business challenges you presented, within your budget, you are ready to act within 90 days?”**

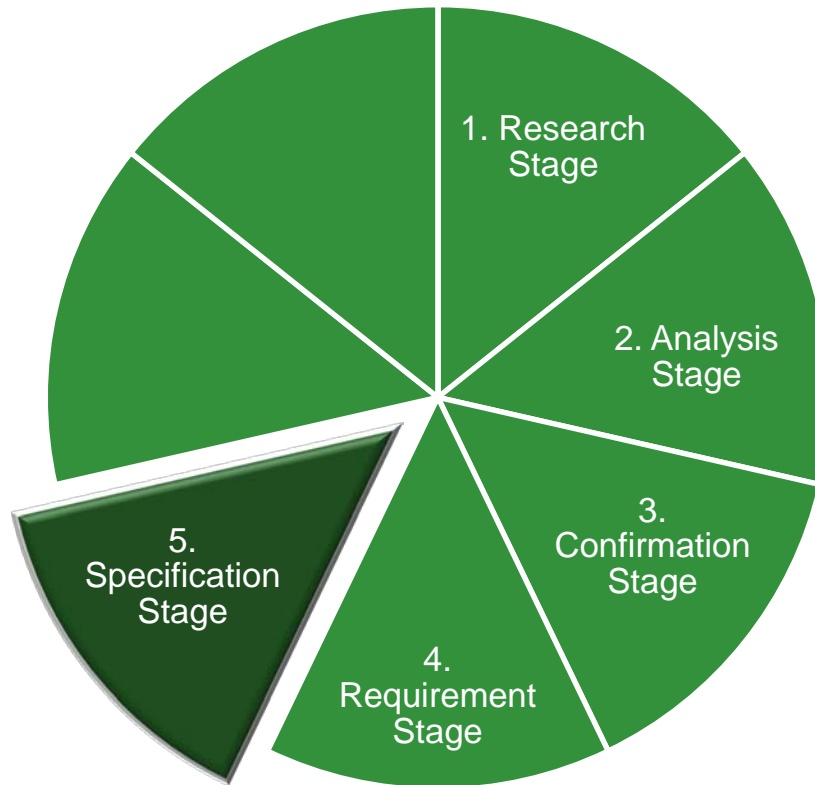
Customer Centric Selling



Customer Centric Selling

- ★ **Requirement Stage - Phase 4 – Discovering the Solution and Establishing the Criteria**
- ★ **Three Steps**
 - List and confirm business desired outcomes
 - Ask “Any other needs?” – confirms work to this point.
 - Have client prioritize needs

Customer Centric Selling



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- ★ **Specification Stage - Phase 5 – Locking Out Misunderstandings – and the Competition**
- ★ **Three Steps**
 - **Transfer criteria to specifications (Finally we get technical!)**
 - **Get client to commit to specifications**
 - **Test comprehension (again) to make sure nothing is misunderstood (what he/she said versus what we heard)**

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★ Step 2: Back at the Office

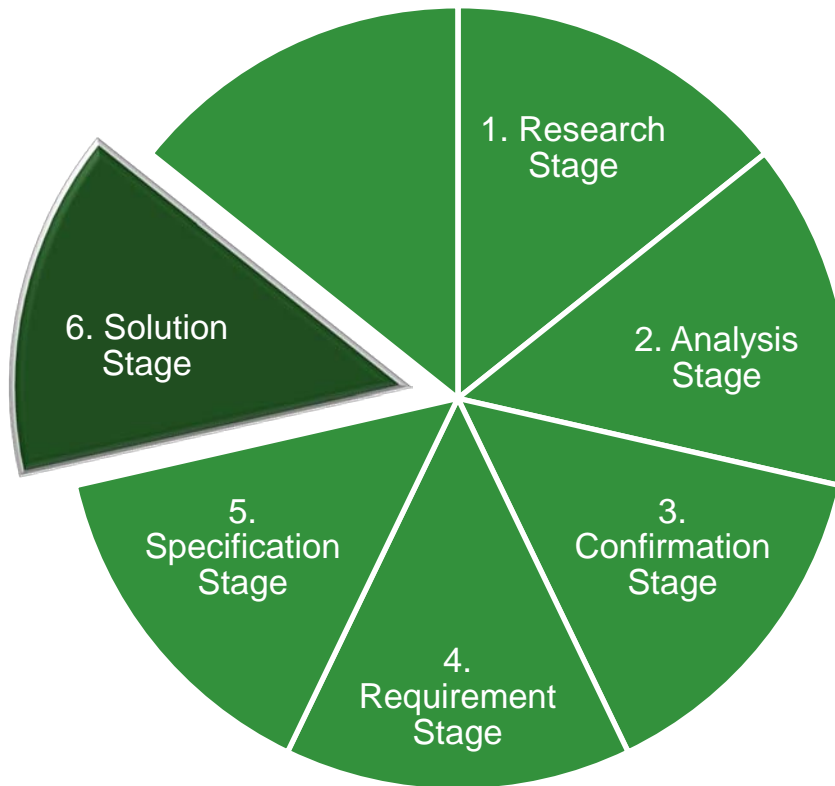
- Prepare for Second Meeting
- Send hand-written thank you card to prospect/client
- Create Managed Services pricing models (Good, Better, Best)
- Perform quick ROI calculation – uptime cost savings
- Prepare formal, custom proposal from checklist
 - ◆ Sant Proposal Master with Propose IT Library
 - www.santcorp.com – www.proposeit.net

Managed Services Sales Process

★ Step 3: Second Client Meeting – Phases 6-7

- Review Proposal - Confirm benefits of Managed over T&M services
- Confirm total costs of both methods
- Deliver contract and ask for commitment
- Discuss logistics
- Reassure the client

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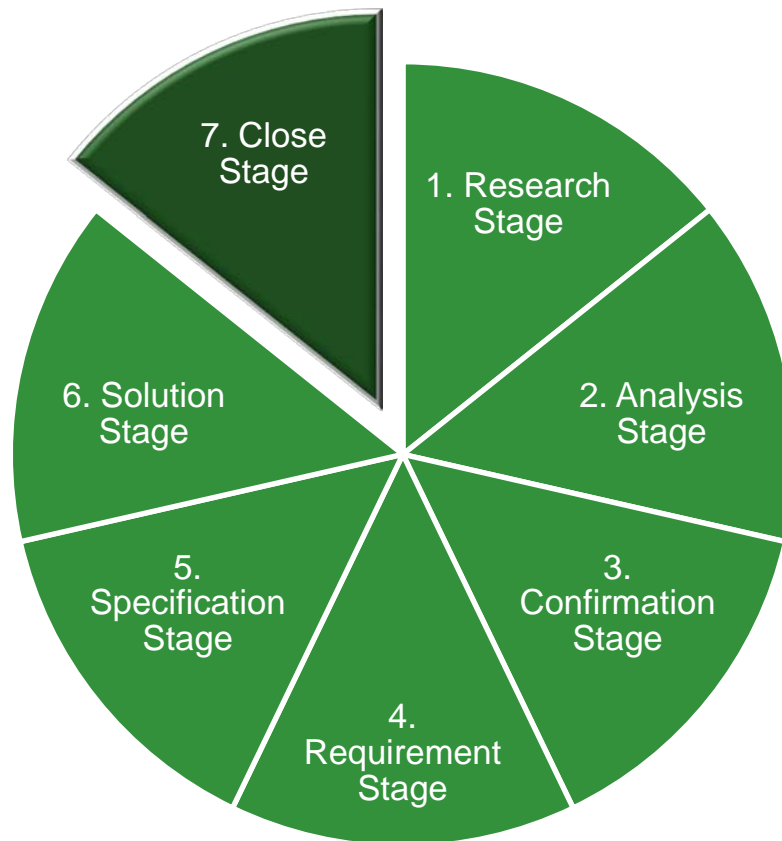
★ Solution Stage - Phase 6

★ Commit to seller

★ Recommend solution

★ Test comprehension

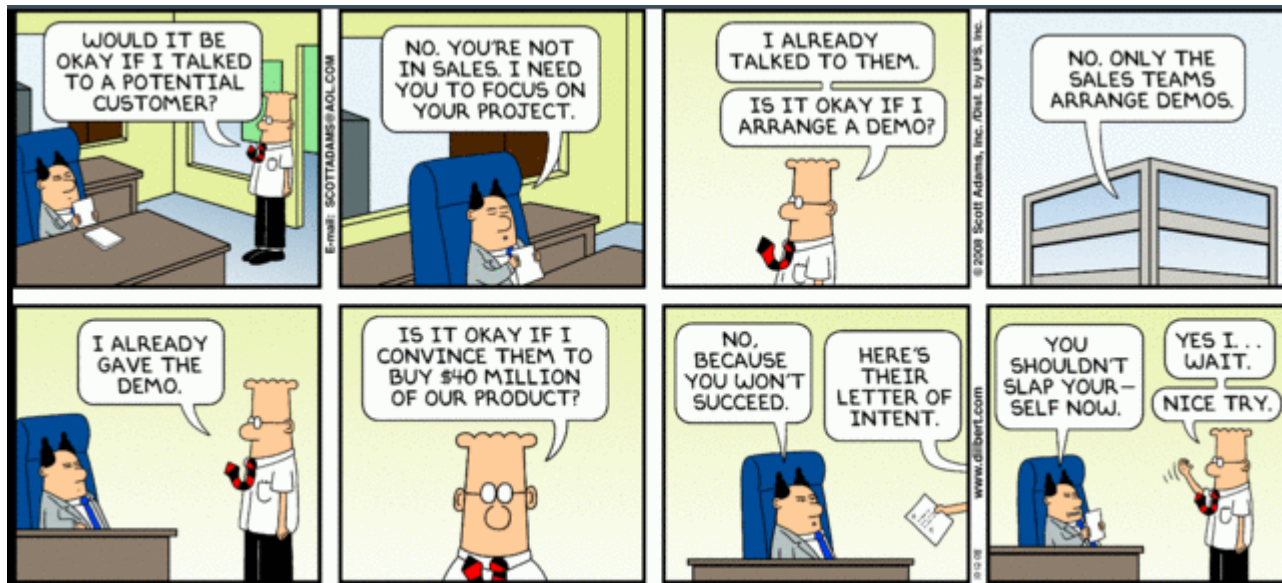
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- ★ **Close Stage - Phase 7 – 2nd meeting**
- ★ **Confirm benefits**
- ★ **Ask for commitment**
- ★ **Discuss logistics**
- ★ **Reassure the client**
- ★ **Repeat the above steps as often thereafter
– (it's called “Maintenance”)**

Customer Centric Selling



Customer Centric Selling

★ Success Is All About Character

- Watch your thoughts; they become words.
- Watch your words; they become actions.
- Watch your actions; they become habits.
- Watch your habits; they become character.
- Watch your character; it becomes your destiny.

Customer Centric Selling

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