

# Sales Presentation Renovation

The Sales Presentation is one of the final steps toward the great sales divide, getting a signature on the dotted line or losing the business. How you perform in this presentation will make all the difference. Over the past 20 years of owning and selling for ARRC Technology, our CEO, Alex Rogers, has perfected the Managed Services Presentation, focusing on prospect's major pain points uncovered in the Discovery Process and making tangible connections, rather than relying on geek speak.

The following includes all of the slides we utilize in our Managed Services Presentation, as well as stories we tell to really connect to your prospects. These slides provide a baseline upon which to build your presentations and give you a general script to follow. Also, keep in mind the following tips for success as you renovate your sales presentation.

- **Every Presentation is a Fingerprint:** Each prospect has different needs and pain points. You cannot use a canned presentation, and even though these slides and stories will provide you all the tools you need to present to a Managed Services prospect, ensure that you tailor the presentation to them. Highlight their biggest pain points. Connect to their biggest problems.
- **Only Share the Facts:** Only utilize numbers and facts that you garner during your Discovery process. Do not make assumptions. For example, don't say things like "It probably takes your office manager 10 to 12 hours a week to deal with problem vendors, which amounts to about 40 hours a month – a huge waste of time. We can solve that problem!" This will sound great if vendor management truly is a problem. If not, they will tune you out and the sale is lost.
- **Take Out Anything That Does Not Apply:** Eliminate services that would be irrelevant. For example, if they are only open from 8 to 5, 24-hour monitoring and service will be of no value to them. Mentioning this in the presentation will only open you up for a price objection.
- **Home Field Advantage:** Try to schedule your Sales Presentation on your turf. When clients arrive, take them on a tour. Make sure the environment is clean and organized. Train your staff about what to do. Shake hands, make eye contact, dress up a little bit. Serve them lunch on real plates and with real silverware. One of your staff should also be watching closely to know when to clear the plates and get the presentation started. Make sure you make the presentation an event.
- **Know Your Environment:** If you can't do the presentation at your office, make sure you know the environment where you will be presenting. Do they have a conference room? Do they have a projector, or do you need to bring one? How many people will be attending?

## All Bases Covered

- Support Your entire Organization Remotely
- State-Of-The-Art Trouble-Ticketing System
- 24x7 Help Desk Phone Support
- Remote Desktop Sharing Assistance
- Onsite Support As Needed
- Parts Replacement
- iPhone, Blackberry, or Smartphone Support
- Complete Network Administration



**CharTec:** Here at ARRC Technology, we want to cover all means of support the most efficient way possible. So let me take you through a “worst case scenario.” One of your employees experiences a computer problem. She can engage our support team one of two ways: either through our state-of-the-art ticketing system or by dialing our dedicated 24/7 tech support number, which will always be answered by a technician within a minute or so. After she explains the challenge, the technician will attempt to solve her problem over the phone. If the tech is unsuccessful, he will initiate a remote session (with permission) where he will take control of the system and attempt to solve the problem. Now, if this cannot be solved remotely, he will then dispatch one of our onsite professionals to your location with whatever parts are needed for the repair. Not only do we handle your PC and server problems, but we will also give all your employees iPhone and/or Blackberry support as well, which will eliminate those pesky trips to the cell phone store. Now you know there are other issues that could happen. Right?

**Prospect:** (pause and let them answer)

**CharTec:** So you add new employees and release employees, right?

**Prospect:** (pause and let them answer)

**CharTec:** So right now when that happens, there is no process in place. That means that you may have unwanted employees with access to your files because they have never been properly disabled. All of this kind of network administration will be handled by our team as well with a simple phone call or ticket in our system. As you can see, we have you covered, no matter what the issue is.

## Taking Initiative With Your Network

- 24x7x365 Network Monitoring
- Server Monitoring and Crucial Services Alerting
- Automated Patch Management
- Automated Disk Clean Ups
- Automated Restart of Services
- Automated Ticket Generation and Escalation



*Insures Maximum Uptime for Critical Equipment*

**CharTec:** So think about this. You get off work, you drive home, pull the car into the garage, go in the house eat dinner, hang out with the family, and go to bed. The last thing you're thinking about is your car in the garage, right? So let's just say while you're sleeping, a pit crew comes into the garage and starts working on your car. They are doing things like rotating tires, filling up the tank, checking your fluids, power washing it, vacuuming the carpet, and performing a 255 point check on your vehicle so when you hop in first thing in the morning and start it up, you know it's going to run and get you to work. Would you like a service like that?

**Prospect:** (pause and let them answer)

**CharTec:** Well, we don't do vehicles, but that's exactly what we do with your network every single night. We are monitoring crucial services, updating all the necessary patches from Microsoft, disk cleanups, deleting temporary files, and optimizing the network with all of our best practices. So when you and your team show up first thing in the morning and log in, you know it's going to run and you're going to be able to get to work!

# Hassle Free Vendor Management

*Our Most Popular \$\$\$-Saving Service*

## Manage Vendor Relationships

- Line of Business Applications
- Telecom and Internet Service Providers
- Website Maintenance Company
- Copiers
- Phone Systems



*Allows You to Focus on Your Business – Not Your Vendors*

**CharTec:** So, Vendor Management...Now I'm sure you've thought about hiring an IT person, right?

**Prospect:** (pause and let them answer)

**CharTec:** And when you looked into that, about what was that going to run?

**Prospect:** (pause and let them answer)

**CharTec:** 50-80k. Yeah, that's exactly what we have found as well, and of course, that's not including all of your HR costs, workman's comp, etc. Now imagine you hire me as your IT person. If you had an IT guy down the hall and any issue came up, you could yell "Bob, the phone system's down – get it handled" or "Bob, the copier machine is on the fritz again – take care of it" or "Bob, our business application is having problems." You get the picture. Right now, it is yourself, the office manager, or someone else dealing with managing and spending valuable time taking care of each issue with each of your technology vendors. Am I correct?

**Prospect:** (pause for 2 seconds and wait for answer)

**CharTec:** With our solution, we give you your time back. Now, these issues become our problem. And as we like to say, "You have one throat to choke." This will allow you to focus on your business, saving you and your staff time by allowing them to do what they do best, stop the finger pointing, and make your business money.

## Professional Services



- Technology Consulting
- Technology Solution Engineering
- Project Management & Onsite Implementation
- Proof of Concept Lab Testing
- Quarterly Technology Business Reviews
- Annual Telco Audit
- Rental Equipment
- Training Facilities



*We Create a Technology Plan that Serves Your Mission*

**CharTec:** By show of hands, how many people here have ever received a call, letter or email from their phone company letting them know that the rates have gone down and there is a less expensive contract they can sign?

Well, moving forward, as one of many of our professional services we offer, we will be auditing your phone bill every year so that if there is a better rate or plan we will make sure you are taking advantage of it. The technology consulting, engineering and project management needed for your up and coming expansions will be handled by our team as well. This way, not only will we be able to recommend or provide you with the correct solution but also be able to get very budget-able numbers for your CFO to work in his quarterly budget way in advance. Another challenge we solve with our Professional services is something that you could have used last summer when you upgraded from version 4 to version 5, and that is our Proof of Concept Lab Testing. This allows us to run any new version upgrades or new solutions in an Identical Network environment to what you have in order to test it properly before going live on your network with your real data, real clients and real servers. This would have eliminated the downtime you had last spring when you performed that Accounting software upgrade that took you down and cost the company 65,000. (*Use any example that was discovered but make sure it is a fact and has a price that was given to you by them.*)



# Security Management

- Gateway & Desktop Anti-Virus Automatic Updates
- Spam Control
- Content Filtering & Reporting
- Email Archiving & Email Continuity
- Address on the Fly
- Intrusion Prevention
- Spyware, Botnets, and Phishing Protection
- VPN - Secure access for remote users



*Insures Maximum Uptime for Critical Equipment*

**CharTec:** Did you know statistics show that 60% of all employees spend on average 2 hours per day wasting company time, and that the majority of this time is spent on personal internet use? Wouldn't you like to know that your employees were spending more time working and less time tweeting about how they can't wait to get off of work? We not only provide you with security for your network from outside threats, we also provide you with the ability to restrict the web content that your employees have access to. So now there is no more job searching, tweeting, or updating Facebook statuses while on your time. Our Security Management Solution provides you:

- Anti-Virus Updates: You don't need to remember to do it, it's already done for you. And if you get a virus, we guarantee removal.
- Content Filtering and Reporting: Keep your employees off the sites you wish to keep them off and get detailed traffic reports.
- Email Archiving and Continuity: Do you have a file room? Is this room continuing to grow? How long are you keeping these files for? Now, are you also filing away your emails?
- Address on the Fly: Have you ever given out your email address and after 200 SPAM messages later wish you hadn't? Have you created a special SPAM email address that you use for online surveys, tradeshow promotions, etc.? With email on the fly, we give you the power to literally create new email addresses on the fly. Now you don't need to create that special Gmail, Hotmail, or Yahoo account. You can create, manage, track, and delete email addresses as needed.
- Spyware, Botnets and Phishing Protection
- VPN: Secure access for remote users

# Website Revenue Generation

*Our Most Popular Revenue Maximizing Service*

- Website Caller ID
- Visitor Reporting & Identification
- Visitor Location Mapping
- Website Page-Down Monitoring
- Activity & Page Tracking
- Domain Hosting and Renewals



*Allows Pinpointed Lead Generation and Targeted Marketing – to "Drive More Business"*

**CharTec:** I want you guys to take a minute and think about how many websites you have browsed over the last Year for some sort of product or service that you were interested in. What's that number look like? 1,000, 2,000 5,000? Now quickly think about how many times you have actually filled out that request for "More Information" Page. *(Wait for answers or smiles)*. Now you're not alone. In fact, statistics show that only 2-3% of most people do. Can you imagine being able to identify the other 97% of people that expressed some interest in your products? That's exactly what we're going to do for your sales team. **GET THEM LEADS!** Currently, right now you guys are spending an estimated \$X amount of dollars on cold appointments with a close ratio of less than 2%. With our solution, we're going to be able to identify Company names and addresses for the people who are looking at your products and get them immediately over to your sales team via Email, so you can start your sales process.

# Backup and Disaster Recovery

- Hourly Backups Performed Automatically
- Same Day Virtualization
- Data Secure in Three Places
- Automatic Nightly Offsite Transfer
- Backup Verification and Reporting
- 24x7 Monitoring for Backup Failures



*Never Doubt Your Backup Again!*

**CharTec:** So, (insert prospect's name), what would you do if you came in tomorrow morning and your ENTIRE client database was gone? How would that affect your business?

**Prospect:** It would take me down. I may go out of business.

**CharTec:** So, let me ask you this – you have car insurance, right?

**Prospect:** Yes.

**CharTec:** Why?

**Prospect:** In case I get into an accident, I am covered.

**CharTec:** Okay, and home owners insurance. You have that too, right?

**Prospect:** Yes.

**CharTec:** Yeah, in case a tree falls on your house or something, right? So let's say that you did get rear-ended one day coming into work. You call your insurance agent, they come out and assess the damage and they say, "Yep, your car is totaled!" Then what do they do? They write you a check and you go do what?

**Prospect:** Buy a new car.

**CharTec:** RIGHT! So let's say that you did come in tomorrow morning and your ENTIRE client database was gone. Maybe the sprinkler system went off and got everything wet or maybe someone came in and stole the servers. So you call your insurance agent. They come out and say, "Yep, servers and data gone." So they write you a check (because you may have coverage for something like that) and then (*say this really slow*) you take that check, walk down to the Client Data Store and buy new Client Data??? (*At this point, don't say a word*)

**Prospect:** Yeah, there is no client database store.

**CharTec:** Right, so we are going to give you the same sense of "security" that you have with your car insurance with your client data (and all data for that matter). With our Backup and Disaster Recovery Solution, it will protect you with a local backup along with sending your critical data offsite every night to a secure datacenter (three of them across the country). It also has the capability to be the backup server if you're (for example – insert line of business application software name) was to go down for whatever reason. So we would be able to get you back up and running (and get those applications running) in about an hour of the initial server going down or having problems. So this solution has you covered in many different scenarios and now you can rest assured that you won't have to worry about being able to recover important data anymore. Do you think that is pretty important?

**Prospect:** Yes.



## Bring Your Own Device (BYOD)

- Device Syncing
- One Click Sharing
- Automatic Cloud Syncing
- Secure Tunnel for Data Transfers
- Easily Administered
- Unlimited Storage



## Cyber Liability Insurance

- Data Breaches
- Intellectual Property Rights
- Damages to a Third-Party System
- System Failure
- Cyber Extortion
- Business Interruption



Keeping Your Client's Virtual Assets Secure

# Flat Rate IT Services



**CharTec:** So, you ever been to one of those all-you-can-eat buffets?

**Prospect:** (pause and let them answer)

**CharTec:** So the great part about the buffet is you pay one fee and get as much as you want. You already know the price and it's not going to change. So think about all these services I just told you about – it's just like that buffet. Now you know every month you can budget your IT expenses.

## Excessive Spending

| ITEM  | COST   |
|---|--|
|   | 3 Days Down in the Last Year<br>\$35,000 Per Day                     |
|   | \$105,000  |
|   | July 4 <sup>th</sup> AAA Loss  |
|   | \$65,000   |
|   | Tow Leads<br>\$500 Per Lead, 3 Leads Per Month for the Last 6 Months |
|   | \$9,000  |
| Vendor Management<br>Employee Spending 6 Hours Per Week | \$9,000  |
| Telco Overages  | \$4,800  |
| <b>TOTAL Excessive Spending Last Year</b>               | <b>\$192,800</b>   |
| <b>YEARLY Investment in Your Technology</b>             | <b>\$24,000</b>  |
| <b>SAVINGS</b>  | <b>\$168,800</b>   |



**CharTec:** I did a quick breakdown on your IT spending last year. You mentioned that you didn't have many direct costs, but I wanted to show you what impact indirect costs had on your business.

(Summarize cost of downtime, lost contracts, time spent on vendor management, and the cost of their service provider.)

**Prospect:** Response regarding costs

**CharTec:** What would you think if I told you that flat rate IT from [Your MSP] could alleviate the bleeding and eliminate all of these hidden costs. Let me give you one throat to choke: mine.

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