



TitanHQ™

Sales Pitch for MSPs

Keep prospects engaged and your sales team focused on the task at hand



In order to grow your MSP business, you need to have a plan. Below we present some top tips to help you create a dedicated sales pitch which will keep prospects engaged and your sales team focused on the task at hand.

An initial discovery call is invaluable and should be used to gather information and ask certain questions rather than sell. It's purpose is to allow you get to know your prospect. Understanding your potential customers will give you the best chance of closing a deal.

A) Discovery Call

Examples of Questions to ask in Discovery Stage :

1. How important is phishing protection to you?
2. Do you allow personal devices on your network?
3. What is your role in this process? Does this person have the authority to make a decision?
4. What business problem are you trying to solve? Knowing the pain points and challenges faced by the prospect will set the stage for the conversation and determine which solutions to discuss.
5. Do you already have a solution in place to address this problem? If yes what do they like or dislike about their current solution and what factors would drive them to make a change.
6. How long have they had this problem and what have you done to try to solve it? If this is a problem the prospect has had for a few months and has put effort into trying to solve, the opportunity becomes more real.
7. What is your timeframe for solving the problem? Knowing this will help you to not only forecast the business but validates the urgency of the need.
8. Do you have a budget set aside to implement new solutions? Asking this will help you determine the level of financial commitment. You can also ask what the prospect is currently spending if they already have a solution in place.
9. Are you evaluating other solutions or service providers? By asking the customer or prospect if they are looking at other providers for help solving their problem, you can tailor the message, pointing out specific areas where your solution outperforms the competition. TitanHQ can provide you with competitor analysis information as required.
10. What does success look like? What does a successful deployment look like? What is their priority - to save time or money, to free up their IT staff from day-to-day work? Knowing this will help ensure you are focusing on the right value proposition in your conversations with the prospect.

B) Develop Sales Pitch

Listen to the answers you will learn a great detail from these details. Your pitch needs to be precise and to the point. Above all else, you'll need be able to communicate:

- The value of your services, what value are you bringing to the table?
- Explain what separates your MSP business from the pack.
- Communicate that you understand their pain points and have resolved these issues with other customers many times.
- How does your MSP stand out?
- Look for small details in your operation that differentiate your MSP from others.





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Suggested Sales Deck Structure

Introduction

Focus on the client's problem. Start the conversation off with, *"We understand this is an issue for you."* It provides the prospect with confidence that you truly understand the problems they currently face. The conversation needs to focus on the fact that you are aware of the problems they have, and that you can help them.

How you can help

- Explain that you know that solving their problem / issues will help their business run better or more efficiently. Use example of previous experience and industry-specific knowledge.
- On the next slide list their options to solve their problem/s (including hiring your MSP). One is to continue to face the issues or interruptions they have; the other is to take control and hire you.
- Offer a short explanation of why the option to hire you is the best.
- Focus this slide on customer service. At the end of the day, you're a customer-service organization. Emphasize the fact that you not only resolve technology issues, but you also provide excellent service to your clients.

Introduce your company

Include information on Year founded / how many years you've been in business, no of employees, what business sectors you serve, what technology areas you specialize in, list specific certifications your staff members have, any strategic partnerships you have with vendors. Try to keep this high level. This is only an introduction to your organization.

Describe your process – how are you going to help the client

List out your processes in a format that prospects can understand. This should also be quite high-level. Explain how you organize your teams. For example, will they get dedicated support. If you assign a senior technical lead and an account manager to the account, list this in the slide. Tell them your organization is structured not to let anything fall through the cracks. Touch on the fact that your business and its processes are proven and successful. Make a note to include a line that states, *"Over the years, our business processes have evolved and are proven to work"*.

Customer Reviews – how have you helped others achieve success in the industry

Finally, show testimonials and case studies that confirm everything you've said. It's always a good idea to ask your existing clients if you can use them as a reference. In addition to this, I recommend asking them for testimonials for your website.

Providing facts and statistics, in addition to real-world examples of how organizations are using your solution to solve similar problems, is one of the best ways to secure client buy-in. In many instances, the organizations you are speaking with may not understand how they stack up against peers in their industry. Providing clients with a factual snapshot that illustrates where they stand, and how your solution has helped others achieve success in the industry, goes a long way in getting them to see the value of your offering.

Conclusion

Your end goal in a sales pitch is to generate enough momentum to set up a proposal. Set the expectation that you will come back with a proposal based on the feedback they shared. Ask about the timeline and make sure you are confident you'll deliver it on time and with the details they need. It's always a good idea to ask when they'd like the technology, project or services to start?

Asking this will help you and your team assess the prospect's needs and give you some time to prepare any proposals, service level agreements (SLAs) and contracts that will be required. Be determined and don't give up! Eighty percent of MSP sales require five to eight follow-up calls after the first meeting.

