A Guide to SELLING Managed Services - faster, easier & for greater profit

Matt Makowicz

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A Guide to SELLING Managed Services - faster, easier & for greater profit Matt Makowicz Want to be more successful at selling service contracts and managed services? A Guide to SELLING Managed Services Faster, Easier, & for Greater Profit explores all aspects of a managed services business as it relates to sales. Sections include: The Business; The Offerings; The Sale; and The Contract. It outlines the steps to a successful sale, how to handle objections, how to present offerings, the contract, and your company. Whether selling managed services is brand new, or something done for a while, this guide will help make the process faster, easier, more profitable, and fun!

Also included in this comprehensive resource for any IT provider or Managed Services Practice is a **CD-ROM with 18 tools, templates and webinar recordings.** Chief among these are TWO sample contracts that are ready to go after applying your logo! Here is a complete list of the documents, templates, and tools included on the CD-ROM:

Letter from affiliate to prospect
Letter of introduction to a cold email prospect
Letter to customers seeking referral business
Email confidentiality notice
Introduction to a potential referral partner
Phone Approach script when calling referrals
Phone Approach script when cold calling
Elevator Pitch
Sample Contract 1 (with pricing)
Sample Contract 2
Managed Services Proposal
Sample Pipeline Report 1 spreadsheet
Sample Pipeline Report 2 spreadsheet
Analysis Signup sheet (for events)
Analysis Worksheet
CRM Sales Process spreadsheet
Numbers Game Worksheet (for salespeople s activities)
Spreadsheet of Table 1a, Table 1b, Table 1c
Spreadsheet of Table 2a, Table 2b, Table 2c
Audio message from Matt Makowicz
Webcast Service Contracts (TS2 December 2005)
Webcast Q & A document

Also, as an added bonus, by registering the book with the author on his webiste, you'll be given a **free 45 minute AUDIO seminar** on effectively using the phone approaches included on the CD-ROM.

If you're thinking aobut thinking about transitioning to managed services, already begun, or have been offering managed services for a while, this book has something for you!

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