

# Marketing to Make Managed Services Mainstream

Darrell Amy  
Dealer Marketing  
Academy

Larry Levine  
Social Sales

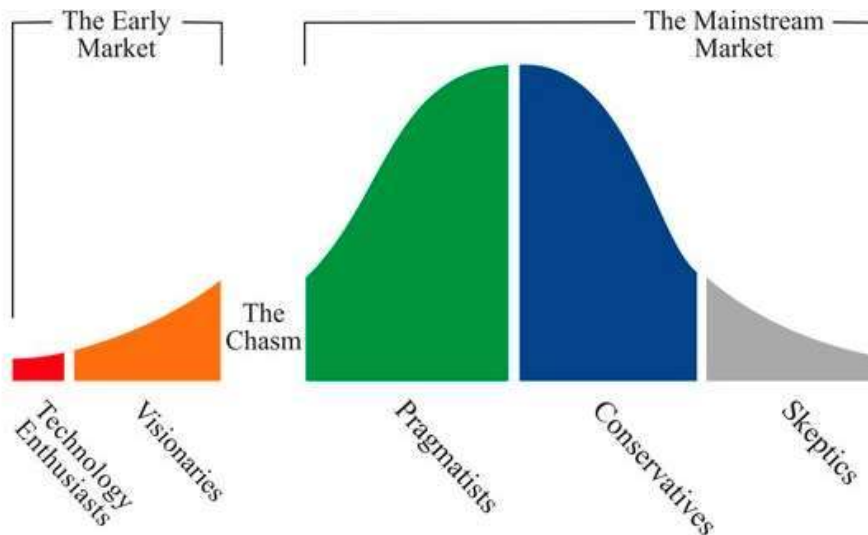


## Challenge

- How do we make Managed I.T. a core part of your dealership?



# The Chasm



**BTA** Business Technology Association  
**90** Years  
 1926-2016

## The Mainstream Buyer

- Skeptical
- Don't want to be the first one!
- Afraid of making a bad decision
- Want references from their peers



**BTA** Business Technology Association  
**90** Years  
 1926-2016

## How Do You Take Managed I.T. Mainstream in Your Dealership?



## Two Questions



## Marketing

If you were seeing your dealership online for the first time, would you trust your network and critical data to your dealership?



## Pass the Smell Test

- Look like you've been doing I.T. for a long time as a core part of your service offering
  - Share content related to I.T.
  - Show I.T. on your home page
  - Feature I.T. tech partners





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## Virtual CIO



### Needs Assessment



Communication is the most important tool in business. Contact Fruth Group for an assessment of your communication and office technology solutions.

It's no secret that technological advances have radically changed how companies do business. In recent years, devices and solutions have appeared that were once almost inconceivable. It can be hard to stay aware of changes and innovations, much less figure out how they can benefit you.

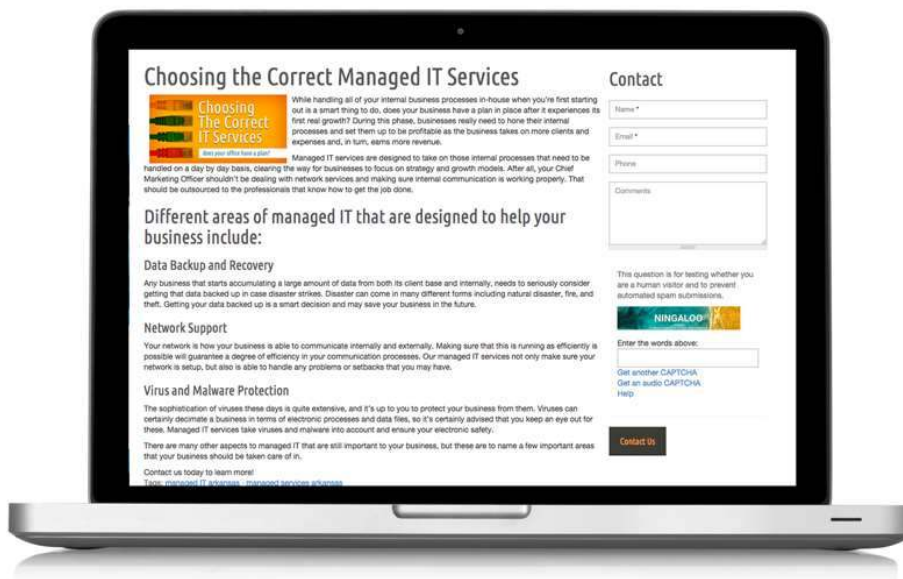
With the Fruth Group's Virtual CIO service, you can ensure that your business stays up-to-date and retains its competitive edge. We'll help you develop and implement an IT strategy that puts you on the path to continued success.

### Benefits of Virtual CIO Service

At the Fruth Group, we make it our business to help other businesses grow and prosper. To that end, we build and maintain strong partnerships with leading manufacturers to make sure that we offer state-of-the-art products and services. When you sign up for our Virtual CIO service, you get a reliable link to those resources.

The Fruth Group's diverse client base strengthens our Virtual CIO service as well. We know that different





## Have a Unified Value Proposition

- Create a value proposition that ties together everything that you do.





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# TURN TECHNOLOGY INTO STRATEGIC ADVANTAGE

You can't do today's job with yesterday's method and stay in business tomorrow.

ARE YOU READY TO PIVOT?

Business Process Optimisation

Managed Print Services

Managed Content Solutions

Managed IT Services

Point of Sale



# What is Your Value Proposition?



- How can you present one message that:
  - Ties together everything that you do
  - Is relevant to your prospects



# Bring the Goods



- Make sure you have enough content on your website to balance out your copier content





**Google**

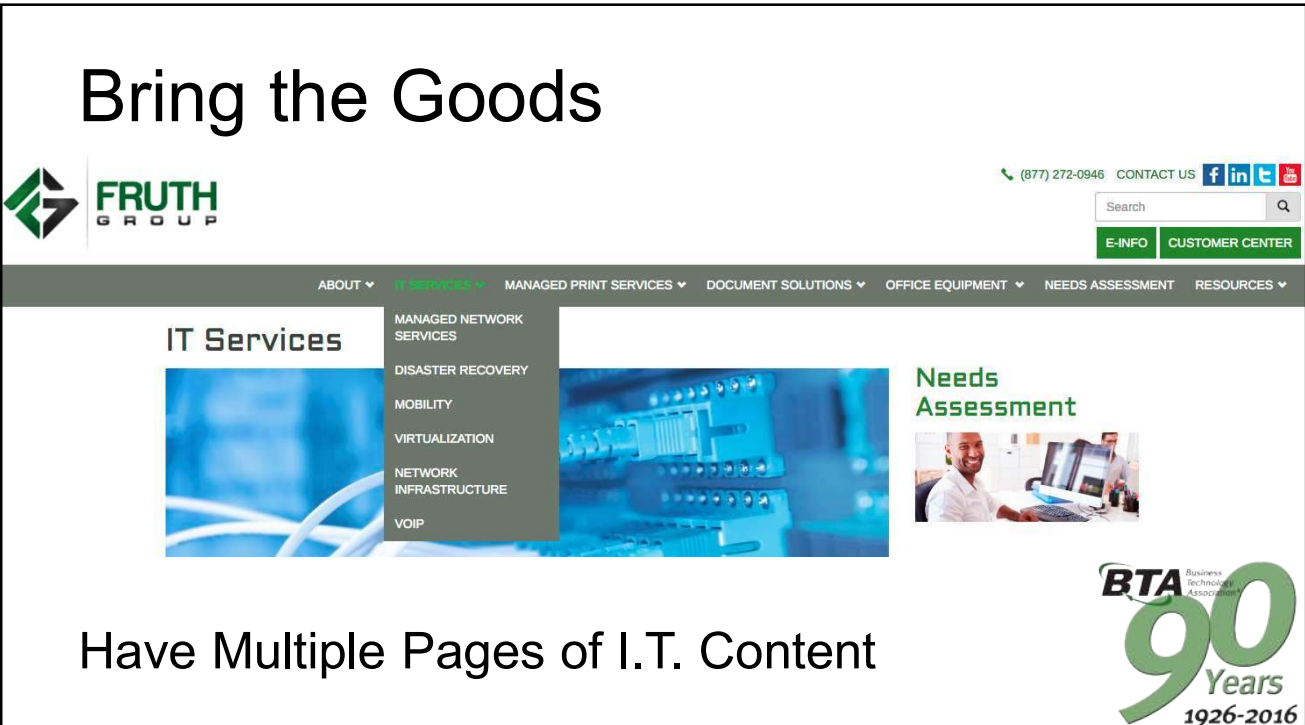
94% of buying decisions begin online

Digital content IS becoming a deal breaker for consumers who are looking for information online. Companies that aren't there with answers to prospects' questions will fall off the radar, while brands that anticipate questions and provide useful resources will win brand awareness and, eventually, conversions.

Acquity Group, 2014 B2B Procurement Study

**90 Years**  
1926-2016

# Bring the Goods



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**IT Services**

- MANAGED NETWORK SERVICES
- DISASTER RECOVERY
- MOBILITY
- VIRTUALIZATION
- NETWORK INFRASTRUCTURE
- VOIP

**Needs Assessment**

**BTA** Business Technology Association

**90 Years**  
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Have Multiple Pages of I.T. Content

# Bring the Goods



- Share I.T. content on your blog



# Demonstrate Competence



- Get active in social media



# Demonstrate Competence

- Show that you know what you are doing
  - Get new references for your I.T. support
  - Write case studies

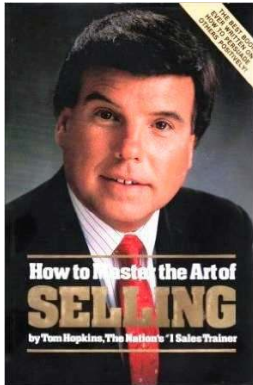


## Sales

If you were checking out one of your sales reps on LinkedIn after a sales call talking about Managed I.T. Services, how would you feel?



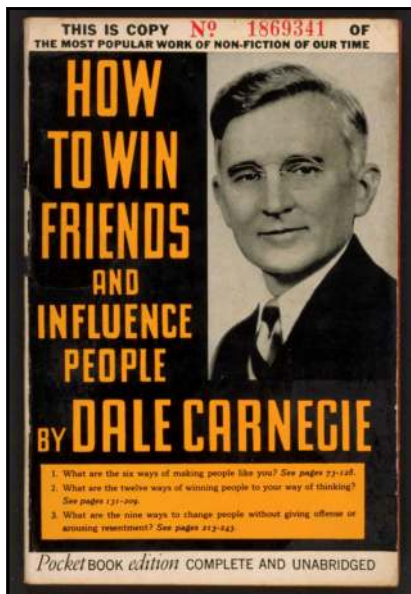
# Building Trust



KNOW

LIKE

TRUST



*"The two keys to success are:  
(1) **building relationships** and  
(2) **changing the way people think**"*

Social selling can accomplish both



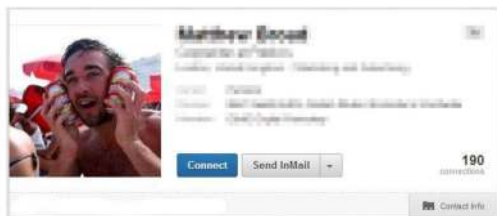
# 53%

of decision makers have eliminated a vendor from consideration based on information they did or did not find about an employee online.



KREDIBLE.COM

Source: Kredible Research



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# Headline

Headline: What You Do  
(Not Your Title)

Business  
Head Shot  
(First  
Impression)

Personal  
URL



## Larry Levine

PREMIUM

Transforming how Copier Reps grow net new business through LinkedIn & Storytelling ► Check out how in my Profile Summary

Greater Los Angeles Area | Marketing and Advertising

Current Social Sales Academy, Dealer Marketing

Previous Konica Minolta Business Solutions U.S.A., Inc., Document Systems, Copytron

Education California State University-Northridge

View profile as

500+  
connections

<https://www.linkedin.com/in/larrylevine1992>

Contact Info

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Years  
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# Contact Information

Visible to your connections

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IM	larry.levine_1 (Skype)	Address	Independent Copier Dealer Channel

Visible to everyone on LinkedIn

Twitter: Larry1Levine

WeChat:

Websites:

Learn about digital marketing  
How I can help grow sales  
Learn to digitally prospect

<https://www.linkedin.com/in/larrylevine1992>

Save Cancel

Phone Number  
Email

Twitter  
Dealer Website/Blog

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WHAT does this rep  
know that could help  
my business?

Trust = Credibility + Connection

WHO does this rep  
know that I know?



## References

- Get references on your technical competence

### Co Founder, Social Sales Strategist Social Sales Academy



**David Schoonover, Major Account Manager**  
Major Account Manager at DOCUation

“Anybody passionate about adapting and evolving in business today must realize that you cannot perform today's job with yesterday's methods. As business has evolved from analog to digital, so must individuals evolve to a digital mindset.”

After 34 years in my industry, I have seen yesterday's outbound contact methods to be far less effective. Most would agree that... [more](#)

May 26, 2016, David Schoonover, was Larry's client



**Kevin Crine**  
Total Documents Solution Provider, Technology to empower & secure your business efficiently & productively.

“I drove from Akron to Chicago to meet Larry Levine and experience his LinkedIn Roadshow in a seminar he conducted.”

Larry shared his strategies of success in copier sales via social media. He was very detail oriented, and took the time to make sure everyone understood the tools for success.

It has been 2 weeks and I have landed 3 net new business appointments and... [more](#)

April 30, 2016, Kevin was Larry's client



**Vince Miceli**  
Training and coaching Sales Professionals to a profitable and rewarding career ▶ Check out how in my Profile Summary

“I had our entire sales team go through Social Sales Academy and I couldn't have been more impressed. The knowledge we gained about leveraging social media and integrating that into our current prospecting process was invaluable! It has already been opening new doors to our team! Social media is the way the world works now and I would recommend any sales team to learn from... [more](#)

April 29, 2016, Vince was Larry's client



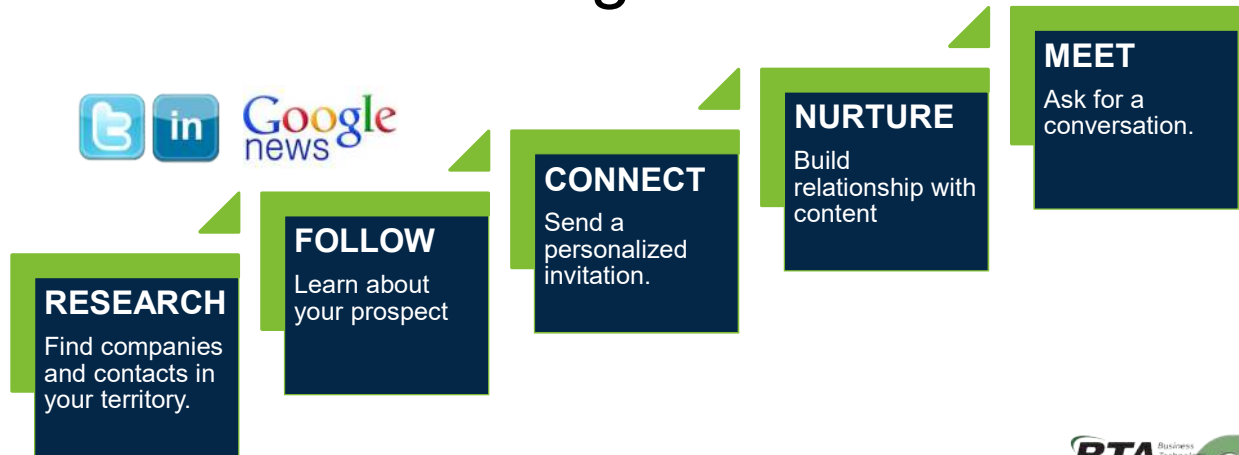
“77% of people who are going to interact with you will check you out on LinkedIn first.”

Entrepreneur Magazine

It is about bringing your personal brand to the marketplace to parallel your business brand



# The Social Selling Process



## Nurturing Relationships

Content Drives Conversation



# What Types of Content Should Reps Share?

MSPblog

continuum  
IT management solutions



- Dealership's Blog Articles and Social Posts
- Tech Partner Articles
- Tech White Papers
- Your Own Thoughts
  - Ideas following an appointment
  - Your own blog article

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## Action Items



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# Action Items

Marketing	Sales
<ul style="list-style-type: none"> <li><input type="checkbox"/> Website shows I.T. as a core offering of the business</li> <li><input type="checkbox"/> Plenty of content related to I.T. topics</li> <li><input type="checkbox"/> I.T. references and case studies</li> <li><input type="checkbox"/> A value proposition that ties together hardware and managed services</li> <li><input type="checkbox"/> Active in social media</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Managers lead the way with credible LinkedIn profiles</li> <li><input type="checkbox"/> Sales reps' LinkedIn profiles make them look like credible sources of technology advice</li> <li><input type="checkbox"/> Sales reps have solid references</li> <li><input type="checkbox"/> Sales reps consistently share I.T. related information</li> </ul>



# Questions?

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LinkedIn Sales Coaching

