Ignite Your Managed IT Services Business…

25 YEARS
TECHNOLOGY ASSURANCE GROUP
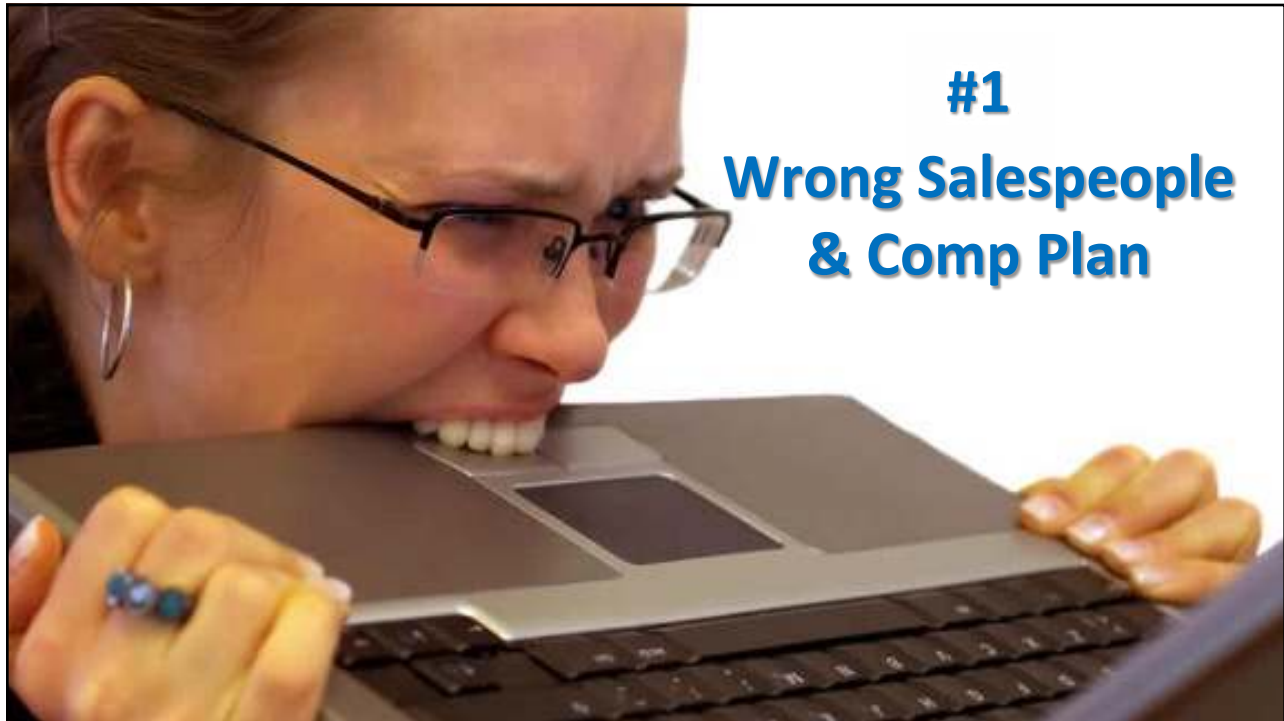
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Reasons Why Most Office Technology Dealers Lose Money at IT

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**#1
Wrong Salespeople
& Comp Plan**

3

**#2
Wrong
Technology
Stack**

4

#3
Wrong Pricing Model

5

#4
Wrong Appointment Setting & Sales Process

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**#5
Incorrect Technician Ratio to Customer & Sales**

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**#6
Hired a Technical Mindset to Build the IT Business Instead of a Business Mindset**

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Who is TAG?

- **Association of Managed Technology Services Providers (MTSPs)**
  - Founded in 1998
  - Managed IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control, connectivity, and copiers/managed print

- **Members throughout the U.S. & Canada**
  - Presence in more than 150 marketplaces
  - $800 million in products and services annually
  - Serving 750,000+ SMBs

- **TAG Members benefit from programs that drive…**
  - Profitability & Sales Growth
  - Recurring Revenue Streams

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What Does TAG Do?

- Increases the profitability and sales of Office Technology Dealers that already sell Managed IT Services

- Transforms Office Technology Dealers into Managed IT Services profitably

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How Does
TAG Do IT?

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Financial Analysis & Management

- Financial Analysis & Industry Benchmarking

- Managed IT Services Pricing Calculator

- Budgeting

- KPIs

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IT Operations Management & Customer Onboarding

- Tech Stack Development and Deployment

- Technician Training and Development

- SLAs, Metrics and KPIs

- Onboarding and Documentation

- QBRs

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Proven Sales Process and Lead Generation Strategies

- Multi-step sales process designed to get an 85% close

- Customer base and net new prospecting strategies

- Sales coaching and mentoring

- Strategize deals from first appointment to close

- Appointment Setting

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Marketing Campaigns

- Emails
- Social Media
- Ads
- Flyers
- Postcards
- Landing Pages
- Pop Up Banners

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Help Hire Your Salespeople and Technicians

- Interview
- Personality analysis
- Aptitude testing
- Job descriptions
- Training plans
- Compensation plans

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Technology Partnerships

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Live Events, Mentoring and Coaching

- 24 Live Training Events
- One-on-One or One-to-Many Mentoring
- Coaching Salespeople, Technicians, etc.
- 23rd Annual Convention Las Vegas, April 2023

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TAG Owns a Leading MTSP

i-NETT sells to SMBs throughout Southern California!

i-NETT offers SMBs the following...

- Cloud IT (Azure)
- Managed IT Services
- Cybersecurity
- Phone Systems
- Video Surveillance and Access Control

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BTA Presidents Are TAG Members

Tim Renegar

Bob Evans

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Pro Dealer Members Are TAG Members

Mike Ardry

Brian Titulaer

Eddie Steelman

Jose Lopez

Rogers Coxe

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Pro Dealer Members Are TAG Members

Dan Strull

John Kerling

Mick Dean

Tim Stanley

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Select Dealer Group Members Are TAG Members

Dean Swenson

The Swenson Group
People · Passion · Purpose

Kevin Van Kannel

UTEC

Phil Houser

DSI

Brian Willcox

SEMINOLE OFFICE SOLUTIONS

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BTA Members are TAG Members

Mike McCurdy

i.t. Integrated TECHNOLOGIES

Mark Miller

Eakes office solutions

Mauricio Wolff

abs Accelerated Business Solutions

Tim Sett

Forward TS
OFFICE DRIVEN TECHNOLOGY SOLUTIONS

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BTA Members are TAG Members

Tom Welter

Amy Geary

Richard Preston

Jeff Jenney

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TAG's Impact on the Technology Industry

Industry Average Profitability

• 5% - 7% EBITDA

TAG Members

• Top Performing Members Exceed 30%+ EBITDA

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