Ignite Your Managed IT Services Business…

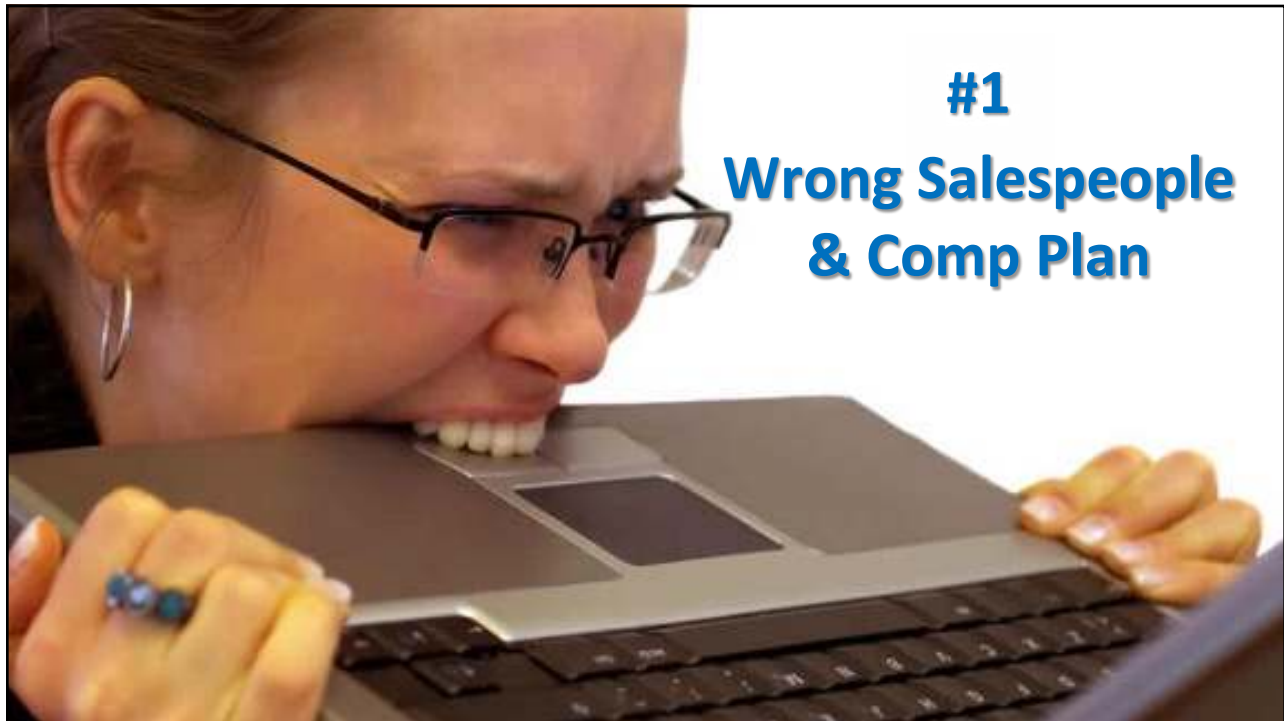**TECHNOLOGY ASSURANCE GROUP**

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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

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#3
Wrong Pricing Model

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#4
Wrong Appointment Setting & Sales Process

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#5 Incorrect Technician Ratio to Customer & Sales

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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 136 marketplaces
  - $800 million in products and services annually
  - Serving 650,000+ 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

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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 Consulting

- Coaching Salespeople, Technicians, etc.

- 22nd Annual Convention Charleston March 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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Office Technology Dealers Are Raving Fans of TAG

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BTA Presidents Are TAG Members

Tim Renegar

KELLY office solutions
Since 1947

Bob Evans

function⁴

John Eckstrom

CBE ITSOLUTIONS

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BTA Officers Are TAG Members

Mike Ardry

Mike McCurdy

Jim Buck

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Pro Dealer Group Are TAG Members

Jose Lopez

John Kerling

Ray Derstine

Dan Strull

Tim Stanley

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Select Dealer Group Are TAG Members

Chip Miceli

PULSE TECHNOLOGY

Joe Reeves

Smile SM

Dean Swenson

TSG The Swenson Group
People • Passion • Purpose
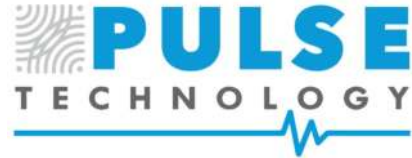
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BTA Members are TAG Members

Kevin Van Kannel

UTEC

Mark Miller

Eakes office solutions

Jon Pellowe

CORNERSTONE TECHNOLOGIES

Tim Sett

OFFICE COPYING EQUIPMENT LTD.

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BTA Members are TAG Members

Chad Schwartz
imagine
TECHNOLOGY GROUP

Tom Welter
LANG

Bill Tracia
NBM
Your Trusted Technology Company

Cory Spice
Wisconsin Document Imaging

Brian Titulaer

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BTA Members are TAG Members

ACCENT IMAGING

abs Accelerated Business Solutions

Van Ausdall & Farrar
BUSINESS TECHNOLOGY SIMPLIFIED

PRESTON OFFICE SOLUTIONS

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TAG's Impact on the Technology Industry

Industry Average Profitability

- 5% - 7% EBITDA

TAG Record

- $9 million Member
- $6 million Recurring Revenue
- 38.8% EBITDA (9 straight years above 30%)

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TAG Is A Proud Member Of The...

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Tim Schatz

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