BTA Fall Colors 2022

8 numbers to help deliver Managed IT success

Growth Achievement Partners (GAP)

Since 2010, a recognized leader in providing Managed IT Services consulting to the Office Equipment Dealer Channel through its proven tools, time-tested processes, peer group activities, and MSP M&A Services
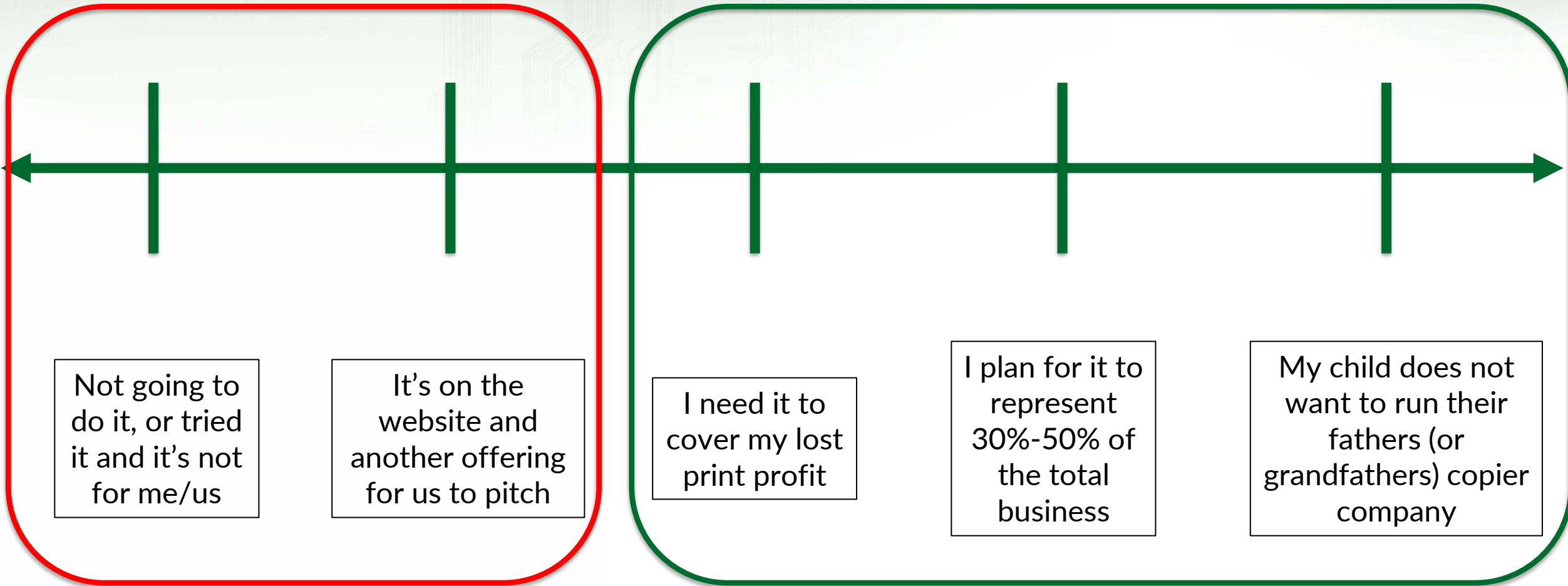
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Comprehensive Consulting

Projects & Deliverables

MSP M&A Buyside Representation

Peer Groups, Training, Development

Planning, Benchmarking, & Execution

What's Your Dealership Attitude Towards MITS?

| Not going to do it, or tried it and it's not for me/us | It's on the website and another offering for us to pitch | I need it to cover my lost print profit | I plan for it to represent 30%-50% of the total business | My child does not want to run their fathers (or grandfathers) copier company |

Model, Metrics and Targets

Revenue	AMOUNT
Product Revenue (one-time)	$ -
Product Revenue (recurring)	$ -
Managed Services Revenue	$ -
Project / Billable / T&M Revenue	$ -
Other Revenue	$ -
Total Revenue	$ -
COGS	
Product Revenue (one-time)	$ -
Product Revenue (recurring)	$ -
Managed Services COGS	$ -
Service Department COGS (Labor)	$ -
Other COGS	$ -
Total COGS	$ -
Gross Profit	$ -
SG&A	
Sales Compensation	$ -
Sales & Marketing Expense	$ -
G&A Expense	$ -
Service Expenses (Tools	$ -
Total SG&A	$ -
Operating Income	$ -

DATA ENTRY	Company
Total # of Technicians, all levels	0
# of Managed Clients	0
# Managed Endpoints	0
Total Monthly Service Tickets (all types)	0
Total Monthly Hours on Tickets (all types)	0

REVENUE MIX	Range	Company
Product Revenue (one-time)		#DIV/0!
Product Revenue (recurring)		
Managed Services Revenue		#DIV/0!
Project / Billable / T&M Revenue		#DIV/0!
Other Revenue		#DIV/0!

MODEL DATA	Target	Company
Product Margin		#DIV/0!
Product (Recurring) Margin		#DIV/0!
Managed Services Margin		#DIV/0!
Pre-Labor Service Margin		#DIV/0!
Post-Labor Service Margin (Services GP %)		#DIV/0!
Service Salaries / Service Revenue		#DIV/0!
Total Gross Profit %		#DIV/0!
Total SE as % Total Revenue		#DIV/0!
G&A as % Total Revenue		#DIV/0!
Total SG&A as % Total Revenue		#DIV/0!
Total OI (EBITDA)		#DIV/0!

REVENUE AVERAGES (CALCULATED)	Median	Company
Total Revenue Per Managed Client		#DIV/0!
Total Revenue Per Technician		#DIV/0!
MRR/Technician		#DIV/0!
MRR/Client		#DIV/0!
MRR/Endpoint		#DIV/0!
Annual Project Revenue/Client		#DIV/0!
Annual Project Revenue/Technician		#DIV/0!
Annual Product Revenue/Client		#DIV/0!

OPERATIONS (CALCULATED)	Median	Company
Clients Per Technician		#DIV/0!
Endpoints Per Technician		#DIV/0!
Tickets Per Client/Month		#DIV/0!
Tickets Per Endpoint/Month		#DIV/0!
Minutes Per Endpoint		#DIV/0!
Hours Per Client/Month		#DIV/0!
Hours Per Ticket/Month		#DIV/0!
Service Tickets Per Technician/Month		#DIV/0!
Hours Per Technician/Day		#DIV/0!
Endpoints Per Client		#DIV/0!

Email me or give me your card and I will send you an interactive version & review it with you if you'd like

GAP
GROWTH ACHIEVEMENT PARTNERS
TOGETHER TO REACH NEW HEIGHTS

50+

The head start in years that the copier service side has on the IT service side.

It's important it is to establish the same level of confidence and metrics-awareness in MITS as soon as possible.

$$\frac{1}{2} = < \frac{1}{2} \text{ (or X = (X-Y))}$$

A MITS resource that is shared with the copier business ("Y") will always yield less "X" than expected on the MS side.

Dedicate resources ahead of revenue or you may never get the revenue.

#4

>=1

The number of dedicated vCIOs (Virtual Chief Information Officers) or SMEs you will need to get started.

It will likely be your most important hire and come from outside of the dealership.

Reach out to me and I'll provide you a role overview, job description and posting if you need one

70% & 3

The percentage of initial MITS contracts that will be sold to non-copier customers, and the 3 reasons why

1. Copier Rep Confidence   2. Wrong Level of Contact
3. Only 10% - 20% of your current copier accounts will fit within the ICP.

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300

The size for an appropriate list of ICP prospects that represents a "territory." (Should contain ~20-40 prospects within at least 1 vertical market that you focus on.)

Nurturing these prospects is the key to sales success.

16 : 2.4

The ratio of initial monthly appointments with decision makers within the target market prospects to new wins per month, over time.

Whether copier leads, dedicated MS Sales, or a combo, you've got to get to 16 if you want 2+ deals per month, which most dealers do.
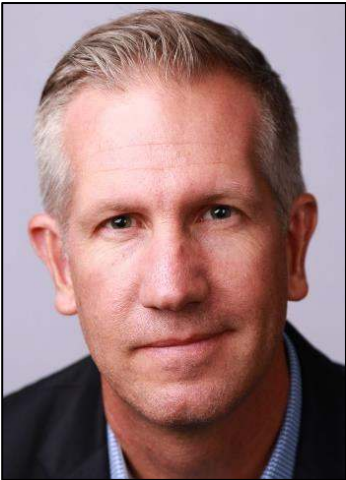
>12 & <60

Copier sales cycles can have a long waiting period (often years), but then it gets fast once the buyout is low enough or the lease term ends.

For MS Sales, your first contact may be >12 months ago, but when an event occurs (and there are many more events that can occur in IT) or the contract nears its end, the active sales cycle is typically <60 days.

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1. 100%
2. 50+
3. ½ =< ½
4. >=1
5. 70% & 3
6. 300
7. 16 : 2.4
8. >12 & <60

QUESTIONS

Q&A

ANSWERS

Reminder, if you want the financial targets sheet and/or vCIO posting info, just reach out to me.