

Ignite Your Managed IT Services Business...



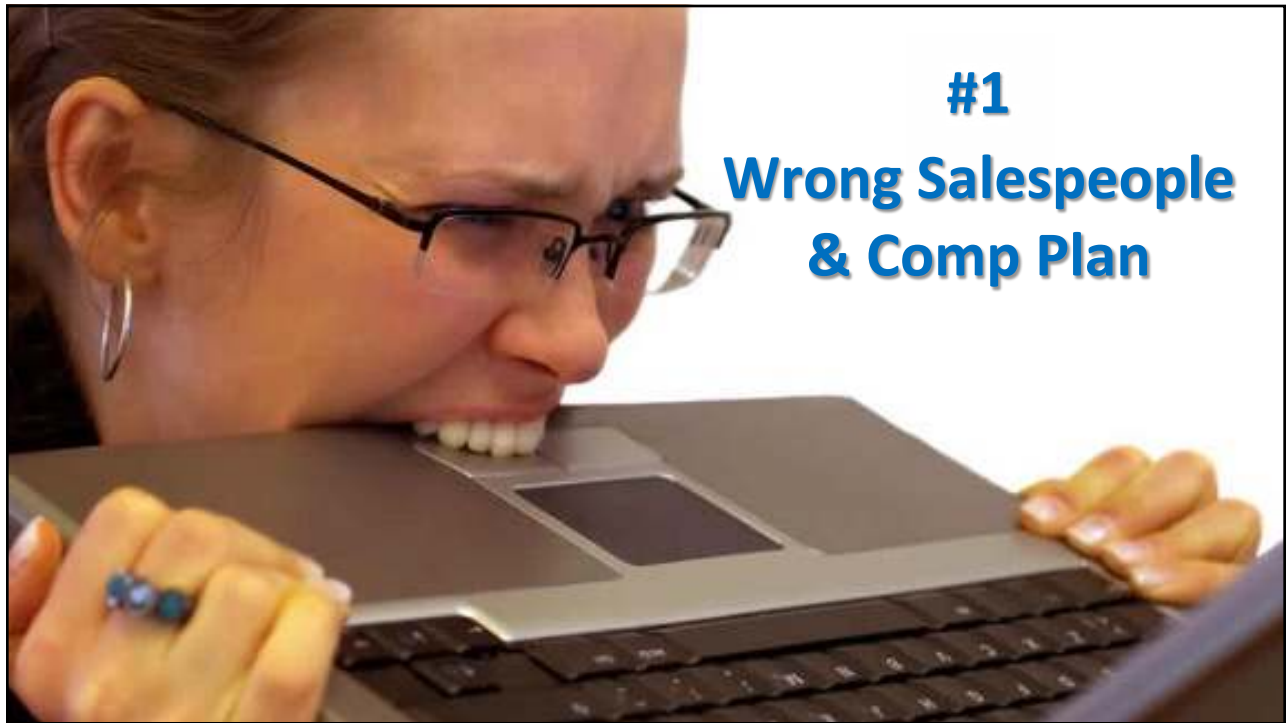
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Reasons Why Most Office Technology Dealers Lose Money at IT



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#1
Wrong Salespeople
& Comp Plan

3



#2
Wrong
Technology
Stack

TAG TECHNOLOGY
ASSURANCE
GROUP

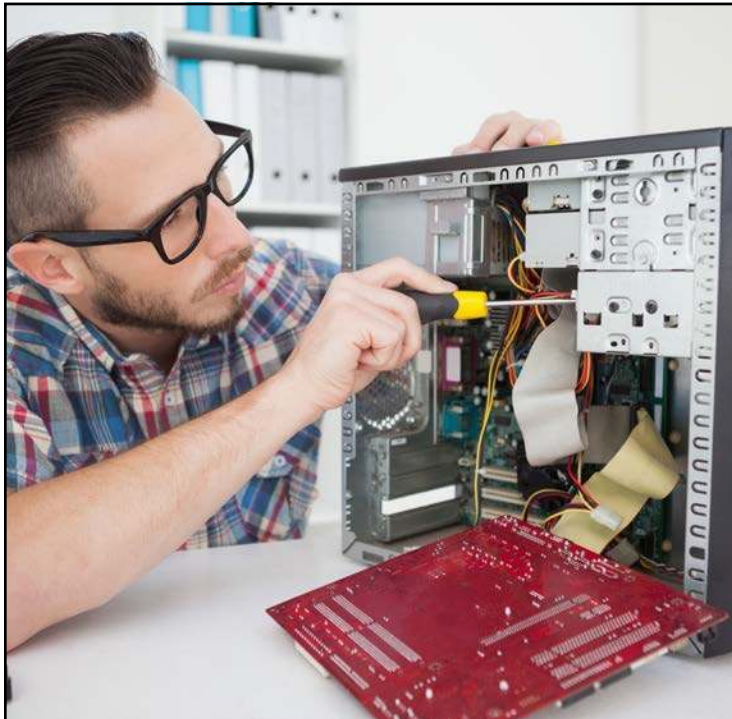
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#5 Incorrect Technician Ratio to Customer & Sales



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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
- 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.
- 22nd Annual Convention Charleston, SC 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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Office Technology Dealers Are Raving Fans of TAG



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BTA Presidents Are TAG Members



Tim Renegar



Bob Evans



John Eckstrom



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BTA Officers Are TAG Members



Mike Ardry



Mike McCurdy



Jim Buck



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Pro Dealer & Select Dealer Members Are TAG Members



Jose Lopez



John Kerling



Ray Derstine



Dan Strull



Tim Stanley



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Pro Dealer & Select Dealer Members Are TAG Members



Chip Miceli



Brian Titulaer



Dean Swenson



Eddie Steelman



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BTA Members are TAG Members



Kevin Van Kannel



Mark Miller



Jon Pellowe



Tim Sett



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BTA Members are TAG Members



Chad Schwartz
imagine
 TECHNOLOGY GROUP



Bill Tracia
NBM
 Your Trusted Technology Company



Tom Welter
LANG

25

BTA Members are TAG Members



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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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