

Adapting Sales Leadership

Strategies to Capitalize with Managed Services



BTA Southeast
Winter Break
February 8 – 9, 2013

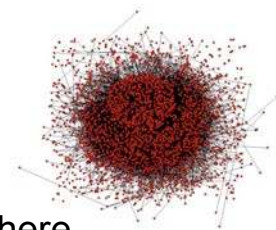
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What is Managed IT Services?

Definition: Outsourcing day-to-day IT management responsibilities as a *strategic* method for improving operations.

Managed IT is the ideal state ...

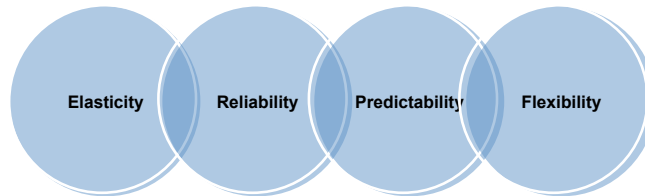


It takes work and discipline to get there.

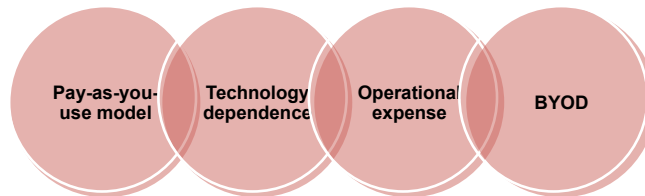
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Customer Needs are Evolving

Customer Needs



Technology Trends



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Milton Bartley – ImageQuest

1987-1995	1995-2002	2002-2007	2007-2010
1987 U.S. Army Scholarship – Virginia Tech 1991 U.S. Army Desert Shield & Desert Storm 1994 U.S. Army Armor Tactics Instructor Fort Knox, KY	1995 Lanier Color Sales - OfficeWare Louisville, KY 1997 Sales Manager – OfficeWare Nashville, TN 1999 Major Account Sales Manager for Government Accounts – OfficeWare Lexington, KY 2000 Vice President of Public Contract Sales – OfficeWare Cincinnati, OH 2002 Master of Business Administration Xavier University	2002 Regional Sales Manager – Southwest US – Candlewood Hotel Company Dallas, TX 2004 Director, Dealer Operations – Lanier Worldwide Atlanta, GA	2007 Led the Acquisition of DDS, Inc. (Sharp Copier Dealer) Nashville, TN 2007 Dissolved DDS, Inc. and formed ImageQuest LLC 2007 Became Ricoh's Authorized Lanier Dealer in Middle Tennessee 2008 Introduced ImageQuest Managed Print Services (IMPS™) 2009 Introduced SimpliFind™ Electronic Content 2010 Launched NetWise™ Managed IT Services 2013 Grew Total Revenue > 61.6% 2014 Grew Total Revenue > 69.2% Total IT Revenue > \$1.7 M 2015 Total IT Revenue Goal > \$2.5 M



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Managed IT – The Natural Next Step

- Solid base of copy/print customers
- Technicians increasingly comfortable with connectivity
- Document/content management engagements
- Copier installations require increasing IT knowledge
- Aren't we already doing IT

LANIER

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Three Strategies That Fueled Our Growth

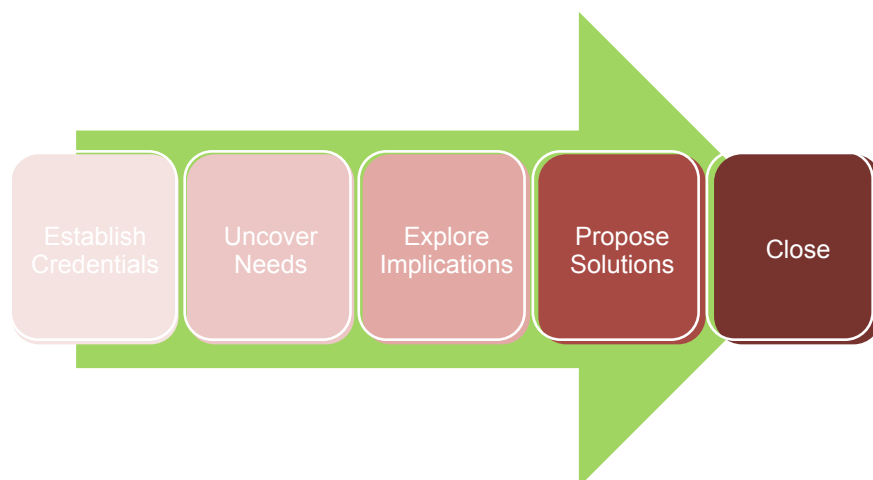
1. Trust-based sales process
2. Standardized reviews
3. Bundled selling



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STRATEGY #1**TRUST-BASED SALES PROCESS**

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Traditional Sales Model

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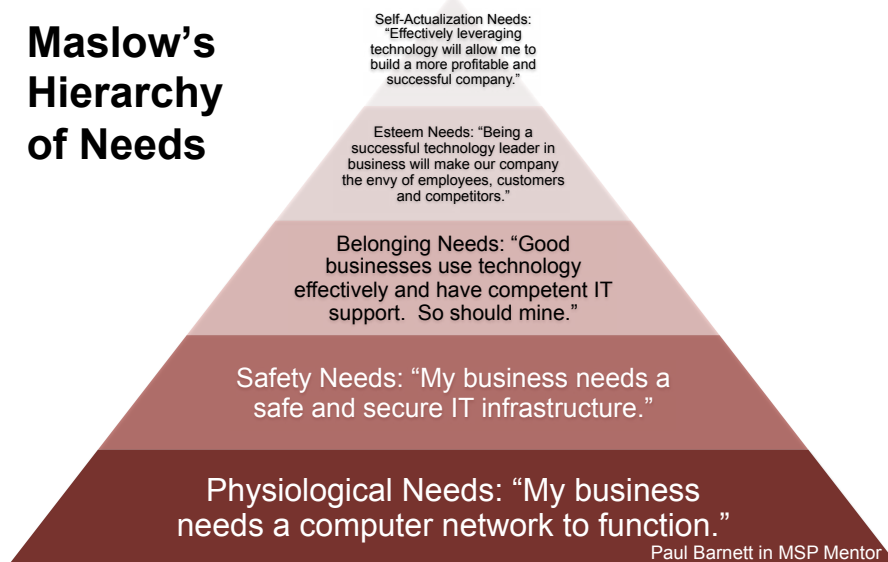
Buying Decision-Making



Charles H. Green, trustedadvisor.com

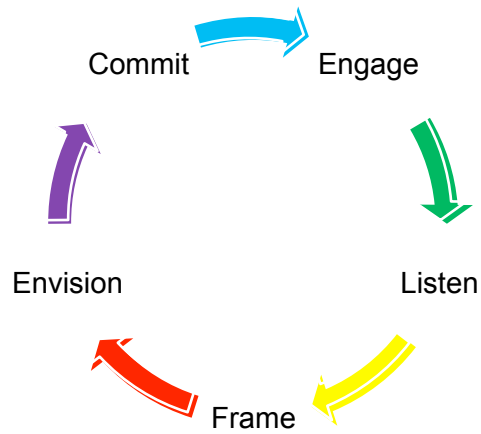
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Maslow's Hierarchy of Needs



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Trust Development Process



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Linking Sales and Delivery



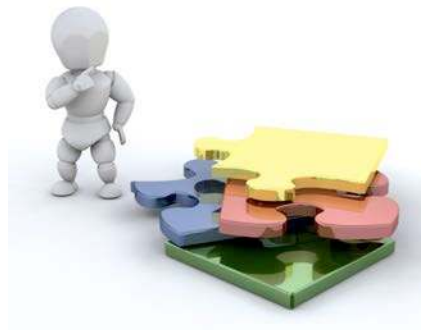
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STRATEGY #2**STANDARDIZED REVIEWS**

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Standardized Review Process

- Trusted Advisor
- Business Peer
- Consultant
- Virtual CIO



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A Team of Experts



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STRATEGY #3 BUNDLED SELLING

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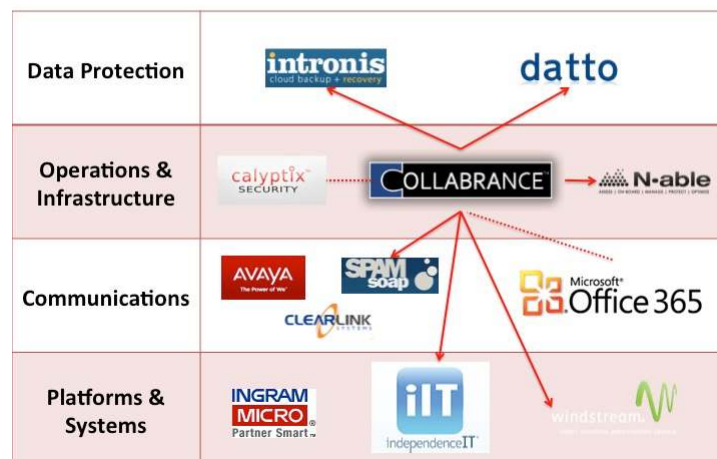
Bundled Selling

- Potential bundle includes:
 - Managed IT
 - Telecom/data
 - Copy/print
 - IT hardware
 - Other hardware
 - Hosting/cloud
 - Application development



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ImageQuest MITS Solution Stack



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Mandatory Solutions Training



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OTHER IMPORTANT STRATEGIES AND TACTICS

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Compensation

- Sales
 - Recurring revenue vs. gross profit
- vCIO
 - Account penetration
- Account Manager
 - Recurring revenue vs. gross profit
 - Total customer revenue growth



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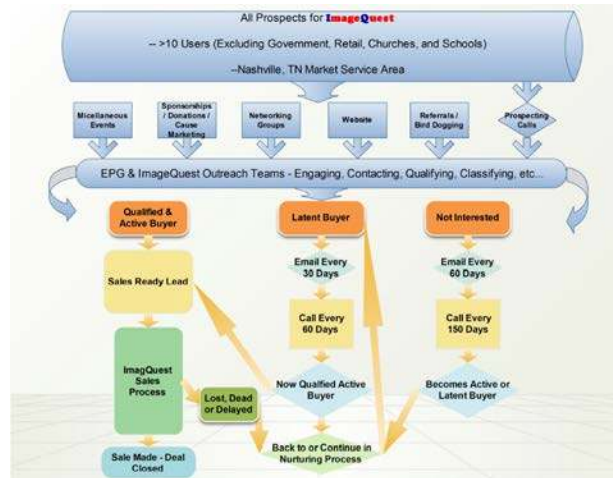
Marketing and Lead Generation

- Marketing-as-a-Service
 - Website
 - Email marketing
 - Social media
- Third-party lead management



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No Lead Left Behind



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Putting it All Together

- Trust-based sales process
- Standardized reviews
- Bundled selling
- Other key strategies



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THANK YOU!

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