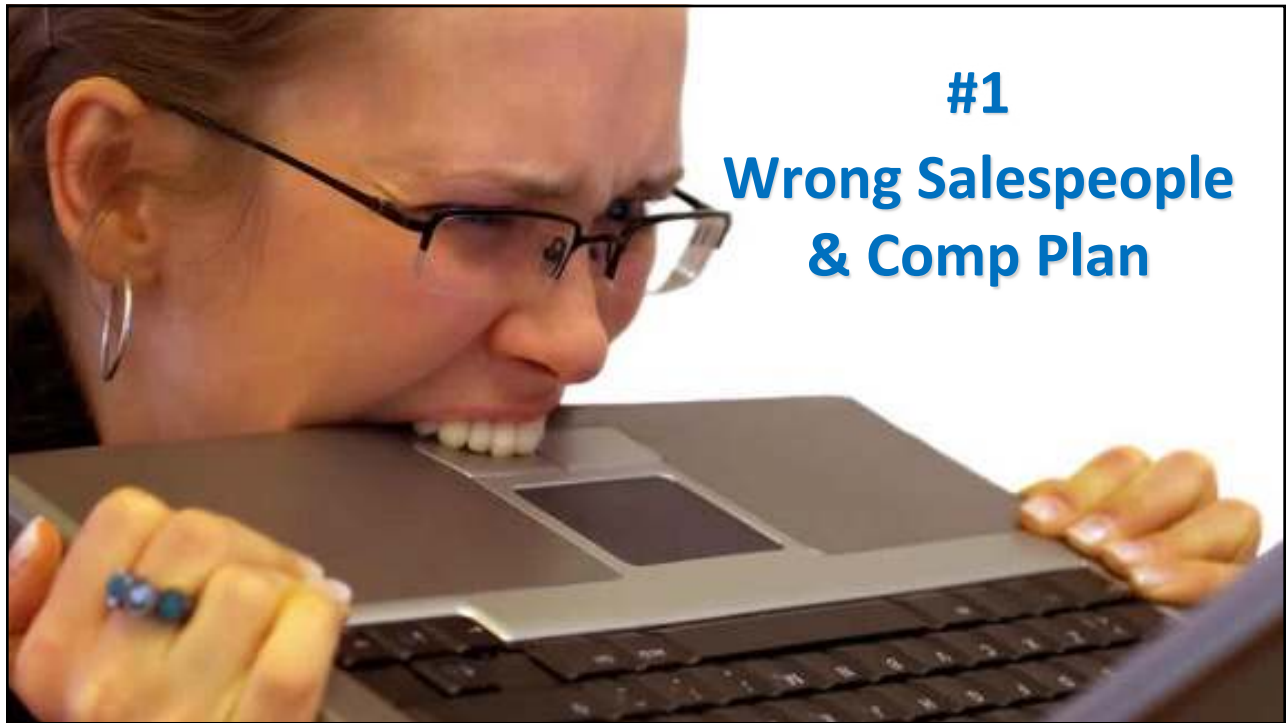




1



2



#1 Wrong Salespeople & Comp Plan

3



#2 Wrong Technology Stack

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4

#3 Wrong Pricing Model

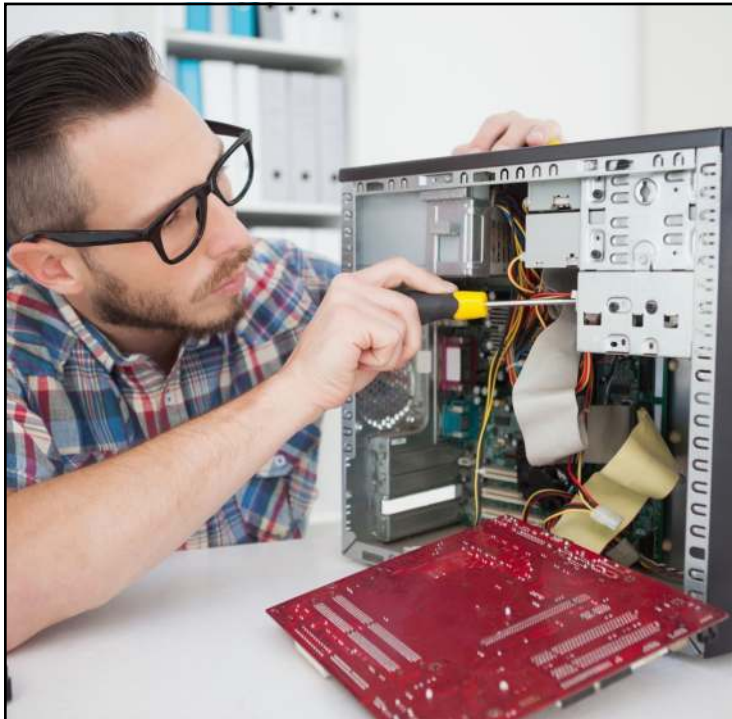


5

#4 Wrong Appointment Setting & Sales Process



6



#5 Incorrect Technician Ratio to Customer & Sales



7

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



8

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



9

**How Does
TAG Do IT?**

10

Financial Analysis & Management

- Financial Analysis & Industry Benchmarking
- Managed IT Services Pricing Calculator
- Budgeting
- KPIs



11

IT Operations Management & Customer Onboarding

- Tech Stack Development and Deployment
- Technician Training and Development
- SLAs, Metrics and KPIs
- Onboarding and Documentation
- QBRs



12

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



13

Marketing Campaigns

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



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14

Help Hire Your Salespeople and Technicians

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



15

Technology Partnerships



16

Live Events, Mentoring and Coaching

- 24 Live Training Events
- One-on-One or One-to-Many Consulting
- Coaching Salespeople, Technicians, etc.
- 21st Annual Convention Scottsdale April 2022



17

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



18



Office Technology Dealers Are Raving Fans of TAG



19

BTA Presidents Are TAG Members



Tim Renegar



Bob Evans



John Eckstrom



20

BTA Officers Are TAG Members



Mike Ardry



Mike McCurdy



Jim Buck



21

Pro Dealer Group Are TAG Members



Jose Lopez



John Kerling



Ray Derstine



Dan Strull

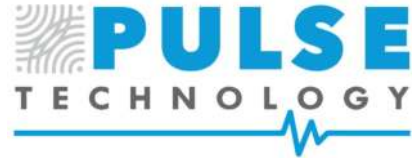


22

Select Dealer Group Are TAG Members



Chip Miceli



Joe Reeves



Dean Swenson



23

BTA Members are TAG Members



Kevin Van Kannel



Mark Miller



Jon Pellowe



Mark Stokes



24

BTA Members are TAG Members



Chad Schwartz
imagine
TECHNOLOGY GROUP



Bill Tracia
NBM
Your Trusted Technology Company



Tom Welter
LANG



Tim Sett
OFFICE
COPYING
EQUIPMENT
LTD.

25

BTA Members are TAG Members



Wisconsin Document Imaging



**Van Ausdall
& Farrar**
BUSINESS
TECHNOLOGY
SIMPLIFIED



abs Accelerated
Business
Solutions



PREFERRED
OFFICE TECHNOLOGIES



PRESTON
OFFICE SOLUTIONS

26


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%)



27

TAG Is A Proud Member Of The...







28



Brian Suerth

President

Technology Assurance Group

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