

IT NATION™

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Overhauling your Management Program, in Alignment with Your Go To Market Strategy

Presented by:

Nathan Austin – Co-Founder & VP of Business Development

Mytech Partners

[Linkedin.com/in/NathanAustin](https://www.linkedin.com/in/NathanAustin)

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IT NATION™

Key Takeaways from This Session:

- Managed Services Positioning
 - Sales Process Adjustments
- Agreement Language Suggestions

Session Overview



Purpose is to Share How Strategy & Operations are Intertwined



Discuss the common problems MSP's have with Managing Clients



Illustrate Solutions to Set Your MSP up for Success



Recommended Next Actions and Q&A

Quick Check-In with a Show of Hands

How many of you have defined your
Go To Market Strategy?*

*Come check out The 7 Go To Market Strategy Questions that Changed our Business

Strategy & Managed Services

Sandbox & Brand Promise

Brand Promise(s):

Primary:

- Our Clients will achieve 4x More Value & Productivity from their IT investments

Supporting:

- We remove IT Challenges;
- We enable our clients to serve their customers better;
- We empower our clients to be more adaptable to other business challenges

Sandbox & Brand Promise

Key Performance Indicators (KPI's):

- Less than 30 min/ employee/month of productivity loss due to IT support requests
- Net Ticket CSAT of >97%
- Number of times we waive termination fees.
- Net Promoter Score of >50%

Brand Promise Guarantee

Mytech agreements can be terminated, and we will waive the Managed Services termination fee if the client has fulfilled the following:

- 1) Executive participation in annual Strategic Planning & Budgeting sessions
- 2) Participate in the building and execution of a technology plan that adheres to the Mytech Best Practices Value Map*

Differentiating Activities

- 1) *Provide a Premium Experience*
- 2) Maintain a Thriving Culture
- 3) Invest in a Highly Skilled Team
- 4) *Minimize Client Support Time*
- 5) *Focus our Scope of Services*

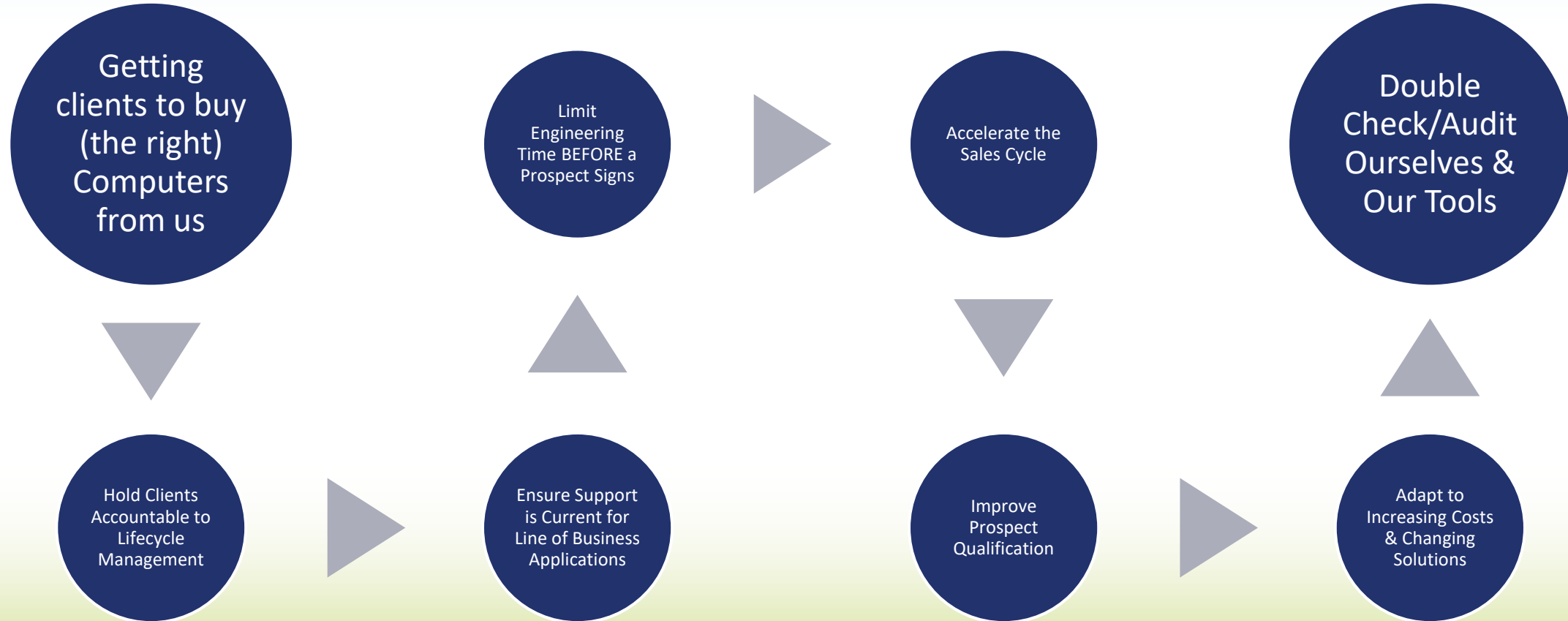
Common Managed Services Program Challenges

Quick Check-In with a Show of Hands

How many of you have challenges
you would like to solve with your
Managed Services Program or Programs?

Let's Call out Some of the Problems!

Common Problems We Identified



Overhauling Our Management Program



Combined our Go To Market Strategy Goals,
Client Outcomes & Revenue... with



A Desire to solve EVERY problem we had
encountered over the years managing clients

Overhauled Sales Process to Accelerate Client Acquisition



What Constitutes a Marketing Qualified Lead (MQL)?



Set Expectations up front Regarding How YOU Make Recommendations:
[Mytech.com/BestPractices](https://mytech.com/BestPractices)



Increase the Prescriptive Business Conversation to Differentiate



Limit Technical Involvement pre-signature

Overhauled Onboarding Process



Onboarding Needed to be Exceptional!



Heavy Technical Involvement post-signature



End User Training & Mouse Pads with Support Information



120 Days of Onboarding Culminating in a Strategic IT Roadmap

Client Expectations IN the Agreement

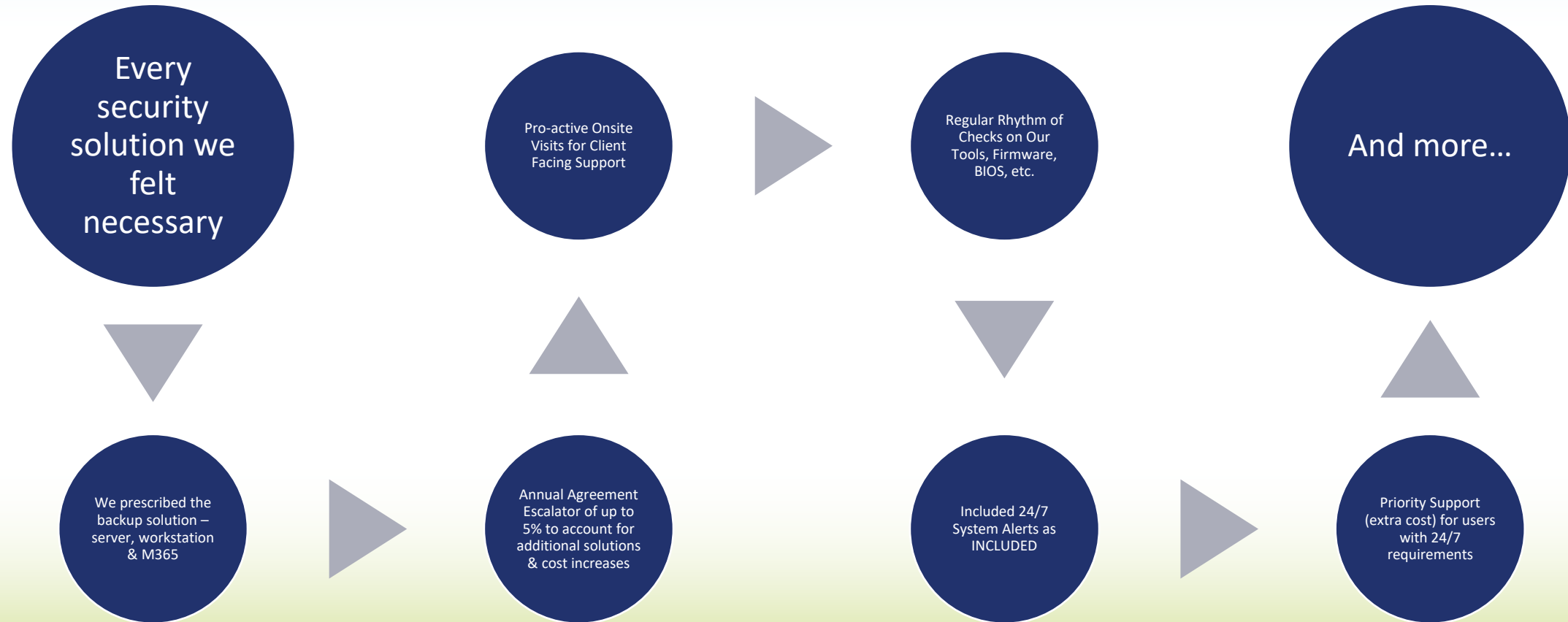
An Executive needs to Participate in Annual Planning & Budgeting Session

Lifecycle Management Plan Built & Executed in Alignment with OUR Best Practices: Mytech.com/BestPractices

If the Client does NOT follow Our Best Practices, they are subject to a 10% increase in their Monthly Bill

Mytech Will Include the Installation of New Computers in the Agreement IF the Client Purchases the Computer From Mytech

Built in Everything WE Believe is Necessary



Brand Promise & Measuring Success!

Our Clients will Achieve 4x
More Value & Productivity from
Their IT Investments



KPI's:

- Less than 30min/person/month of downtime associated with IT problems
- Net 97% CSAT
- Net Promoter of >50%
- Number of Times Mytech has Waived a Termination Fee

Remove Risk with Brand Promise Guarantee

Mytech Will Waive any Early Termination Fees for Cancelling an Agreement IF the Client has met the Following Criteria:

An Executive is Required to Participate in Annual Planning & Budgeting Sessions

The Client needs to Build and Execute a Lifecycle Management Plan in alignment with Mytech's Best Practices

Process Maps & Supporting Documentation

Call to Action!

1. For access to Supporting Documentation for this or my other two sessions go here:

[Mytech.com/ITNConnect](https://mytech.com/ITNConnect)

2. Consider Joining the Evolve Sales Peer Group

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Don't forget to fill out your

SESSION SURVEY

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Thank you for Attending!+

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