

SELLING MANAGED IT SERVICES TO WIN

Teach your “Sales Generalists” how to hunt for IT opportunities.



Ink. Toner. Office.
Channel Partner Division



Ideal for:



Focusing your subject matter expert on **qualified prospects**



Accelerating **new hire sales competencies** with IT leaders



Helping tenured copier sales reps **hunt for IT opportunities**



Growing your **MRR** (Monthly Recurring Revenue)

FEATURING

Award-Winning Sales Performance
Coach **Rick Lambert**



selltowin.com
PRODUCTION

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This popular program features a live CIO revealing why small to medium size businesses outsource IT services. Reps learn how to engage key contacts, execute a sales call and qualify opportunities to make the most of Subject Matter Experts.



Video Coaching MODULES

1

The Need for Managed IT:

- The Evolution of Office Technology
- The Business Need for Managed IT Services
- Interview With CIO

2

Prospecting Strategies:

- How to Identify IT Decision Makers
- Engagement Strategies – Phone, Email & Social
- Live Demonstrations With Coaching

3

Sales Call Effectiveness:

- Pre-call Planning
- Power Questions to Uncover Pain & Qualify Opportunities
- How to Gain Commitment to Next Steps

4

Handling Resistance:

- Objection Handling Template
- Pro Responses to Common IT Objections
- Role Play Demonstrations

5

Qualifying Opportunities & Engaging Your Solutions Specialist:

- Qualifying Questions to Ask
- Red Flags to Be Aware of
- Best Practices to Introduce Your IT Specialist
- Role Play Demonstrations

YOUR ON-DEMAND TRAINING INCLUDES

- Engaging video (not PowerPoint!)
- 10 – 15 minute modules
- Less than 3 hours to complete
- Hosted by professional on-camera talent
- Actor simulations of selling skills
- Online testing and reporting
- Official certificate of completion
- Offline money making exercises

PLUS: Downloadable Sales Playbook



\$299 per seat

UNLEASH YOUR SALES POTENTIAL