The MSP's And IT Business Owner's Ultimate Guide To Marketing, Lead Generation And IT Services Sales Success

Powerful Marketing Lessons In Attracting More And Better Quality Clients For Your Business

KEEP IT
R.E.A.L.

Technology
Marketing
Toolkit

Robin Robins
Founder and Author,
Technology Marketing Toolkit

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751 Cool Springs Blvd., Suite 104
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USA

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You should also know that our programs and methods are NOT "easy" or simple. BEING SUCCESSFUL AND PROFITABLE IN BUSINESS IS HARD WORK, which is what we're all about. If you are looking for a simple and easy route — rather than putting in the necessary hard work — please find another company to work with.

Here's What You'll Find In The Pages Ahead

READ THIS FIRST: What You Need To Know About This Report BEFORE You Read It

This report is a collection of best practices and marketing ideas to help kick-start your brain into high gear so you can get more high-quality, high-profit MSP and IT services clients.

These are ALL strategies that I have been directly involved in personally implementing with dozens—in some cases thousands—of MSPs and IT services CEOs who not only want more clients, but who are looking specifically for more high-profit clients who genuinely appreciate the services provided and who can easily afford to pay for them.

Regardless of your current position or experience in marketing and selling, I'm certain you'll find several "gold nuggets" in this report that you can instantly apply to help you get more clients. Naturally, you have to actually IMPLEMENT these ideas fully in order to see RESULTS. These ideas are not going to work for quick-fix junkies who are forever looking for the easy way to get rich.

In addition to the marketing tactics provided in this report, I've also included several short articles about marketing STRATEGY—and it's extremely important that you understand the difference between marketing tactics and marketing strategy. E-mail campaigns, telemarketing, Google AdWords, trade shows and hiring salespeople are all TACTICS for marketing. Your marketing STRATEGY—or, more accurately, your *business* strategy—is the foundation for all marketing efforts. In my experience, 95% of MSPs lack a good, solid business and marketing strategy and therefore constantly generate disappointing results in marketing, profits and growth. Your business strategy is your intelligently crafted plan that determines your:

- Specific target market (niche)
- Competitive advantage or USP (unique selling proposition)
- Client-attraction and monetization model (how you are going to make money)
- Service model (what you are going to sell and deliver specifically)

If you aren't clear on these items, or if you make poor decisions in these areas, you will find it incredibly difficult to attract and close highly profitable clients.

"The greatest form of maturity is at harvest time. That is when we must learn how to reap without complaint if the amounts are small and how to reap without apology if the amounts are big… **You must either get good at sowing in the spring or begging in the fall**." – *Jim Rohn*

KEEP IT

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"Success AND failure is not an overnight thing. Often it's the result of YEARS of right or wrong decisions and choices."
–*Robin Robins*

Who Is Robin Robins And Why Is Everyone In The IT Industry Talking About Her?

And Why Should You Pay Attention To What She Has To Say?

If you're an IT services company CEO, you've heard of Robin Robins (unless you're really out of touch and living under a rock). **To date she has coached, consulted and worked with 8,000+ IT services companies over the last 15 years to create sales and marketing systems that deliver more and better quality clients, increase sales, profitability and a more lucrative, stable businesses.**

She's been a featured keynote speaker at multiple industry events, such as CompTIA's Breakaway, the ASCII events, CT Summit, Kaseya, Continuum, Datto, Connectwise and dozens of others. Based on PAID attendees, her annual IT Sales and Marketing conference is the **second largest event in the IT services channel**. Technology Marketing Toolkit's events and programs are routinely sponsored and endorsed by the IT industry's most trusted and respected vendors, including Microsoft, Intel, eFolder, Datto, Continuum, Solar Winds, IT Glue, Sophos, Webroot and dozens of others.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Marketing Blueprint. Thousands of IT businesses from all over the U.S. and in 42 different countries have learned, used and implemented the marketing systems she has created to generate hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business. This includes brand-new start-ups as well as multimillion-dollar IT services firms.

She currently runs the largest, **highest-paid Master Mind group for MSPs and IT services business owners** in the world (no exaggeration), called the Producers Club (www.RobinsProducersClub.com). She also has more documented client success stories than any other marketing firm, consultant or "guru" in the world, period. (If getting actual results matter, she's your gal. In fact, she's your ONLY gal.) You can go online and see the LONG list of real comments, from real clients.

You can also look at our Google reviews, where we have a SOLID 5-star rating, and read comments from DOZENS of IT services firms we've helped.

Robin Robins Technology Marketing Toolkit, Inc.

5.0 ★★★★★ 75 Google reviews
Marketing consultant in Franklin, Tennessee

www.TechnologyMarketingToolkit.com

Starting With The Correct Premise

The other day I was driving to my chiropractor when I noticed another burger joint had opened up, replacing a previous restaurant that sold—you guessed it—burgers. I suppose the previous one failed and was forced to shut its doors like many restaurants because of tight margins; it's truly one of the toughest businesses in which to turn a profit. And although I don't know the owners of the new restaurant, I'd be willing to bet they reasoned to themselves that THEY would surely do better than the last place because they had better burgers, a cleaner store and maybe friendlier staff. Maybe they have some special kind of beef they use. Who knows? And the "new" factor may boost them up a bit for a few months because people want to try something different, but if they don't have a way of sustaining themselves by getting new clients and KEEPING them coming back through smarter marketing, I give them another one to two years before the place is being gutted and replaced by a Starbucks.

I say that because although this restaurant is not too far from my house, I've yet to see any kind of advertising or promotion going on to let me know they're there—no "Grand Opening" signs, coupons in the mail, TV or radio advertising, Valpak mailings, etc. That, combined with the fact that there are at least 40 to 50 different restaurants within a five-minute drive of them, three of which also specialize in burgers, doesn't bode well. And if they think they're going to win customers away from everyone else because they have better food, they're in for the shock of their life.

Which brings me to a very important point for you: there is NO shortage of companies that can sell and deliver outsourced IT support; therefore, you're an idiot to assume any type of growth, client attraction or success will come your way without an aggressive, consistent marketing effort.

This is one of the biggest mistakes I see over and over again with MSPs: the "build it and they will come" premise. They spend an inordinate amount of time trying to figure out all the technical components, contracts, vendors, software and processes for delivering a service, and then spend very little to NO time on figuring out how to sell it OR even figuring out if they are building the RIGHT services based on what customers want to buy. THEN they end up losing money month after month and wonder why it's so difficult to get more new clients. Stunningly stupid.

To be clear, you DO need to have a killer service, and there is some truth to the "build a better mousetrap" theory—but the widget better be *exponentially* better, solving a major problem for the client or delivering a big benefit to the point of causing the prospect to feel they can't live without it. Most do not have that competitive advantage. In IT services, being marginally better won't get prospects to pay attention, much less go through the inconvenience of switching IT providers. And if you look, sound, feel and act like everyone else on the front end (marketing and selling), acquiring new clients is going to be akin to pushing a rope uphill. The right premise to start with is NOT "Hey—look at all those companies with computers, phones and IT needs… I can make a ton of money selling that!" The CORRECT premise is "The business world can get good IT services **anywhere** and doesn't need another MSP…so what am I going to do that will give me a **competitive**, **strategic advantage** in the marketplace?"

Excuses Broke MSPs Constantly Use To Keep Themselves In Frustration And Poverty

- ☐ I don't have the time to do marketing.
- ☐ I don't have the money to do marketing. *(Yeah, that's why you're broke.)*
- ☐ But I'm a *technician*, not a salesperson!
- ☐ I don't LIKE selling.
- ☐ I'm going to wait until I hire a new (technician, salesperson, administrative assistant), and THEN I'll do it.
- ☐ I'm going to wait until (the slow season, spring, summer vacation or any other time) is over, and THEN I'll do it.
- ☐ I'm going to wait until _____, and THEN I'll do it.
- ☐ I'm going to wait until I bake a cherry pie. *(One excuse is as good as any.)*
- ☐ I've never done marketing before.
- ☐ I shouldn't HAVE to do marketing! *(Best delivered if you stomp your feet like a two-year-old while saying it.)*
- ☐ I've tried that *once* before and it didn't work.
- ☐ That won't work for me because my (business, customers, market, situation) is different.
- ☐ That only works in the big cities, and we're in a small city.
- ☐ That only works in the small cities, and we're in a big city.
- ☐ It's too difficult.
- ☐ I don't know how.
- ☐ I've heard others say that won't work.
- ☐ I KNOW it won't work *(based on nothing but opinion or extremely limited personal experience)*.
- ☐ I don't want to swamp myself with new business. *(Ha! That's a funny one.)*
- ☐ It's too much work.
- ☐ I don't feel comfortable doing that.
- ☐ I don't need the money. *(You'll probably lie about other things too.)*
- ☐ *Are you insane?* I'm already too busy and stressed out doing _____ to do that!

"We are all self-made, but only the successful will admit it." *– Earl Nightingale*

"Great marketing lists are BUILT, not bought."
–Robin Robins

Why Is There So Much BAD Marketing?

✓ Ego of the owner.

Often I'll hear from CEOs, "We want to look *professional*!" which is code for "I want to look IMPORTANT!" Problem is, clients don't buy from you because you look "important." Second, your marketing should not be about YOU—it should be about THEM, your customers. What they think, how they talk, how they would describe their problems (not how you describe them). Most MSPs' websites are full of stock photos of smiling, culturally diverse people sitting around computers, which is visual spam—the MSPs don't look like these models, nor do their customers. The language used in these websites reads like a boring corporate brochure full of platitudes and meaningless puffery, not to mention a ton of technical jargon. Clients won't read that because it's meaningless to them; plus, every other IT company says the *same thing*. Talk about what specific problems you'll solve and how you do it better than anyone else through client testimonials, guarantees and meaningful, *conversational* copy.

✓ Laziness and urgency.

I often hear from IT business owners, "Direct mail doesn't work," or "Canvassing is unprofessional and won't work," or fill in the blank with whatever method you like. When I question further, I typically find out they've come to that conclusion based on ONE attempt they made a while back using that particular tactic that didn't get any results. When I question even further, I discover they didn't bother to read a book about it or consult with a professional in any way to uncover best practices, tips, etc. Well, of COURSE it didn't work! Would you expect a non-technical person to install a server with zero previous knowledge or experience and with zero guidance and expect to get it perfect at the first attempt?

Of course not. As a business owner, your biggest responsibility is figuring out how to attract and convert quality prospects into lifelong paying customers. Be SMART and invest in getting an education on how to set up marketing systems that consistently attract quality clients instead of treating marketing like a bothersome side project you work on from time to time. Broke entrepreneurs do that.

✓ Inability to clear your own personal beliefs and biases.

For years I refused to put pop-ups on my website. Why? Because I personally hate them and therefore erroneously assumed my clients would hate them too. Then a friend of mine who is well-versed in online marketing told me I was a fool and should at least test it. I did and instantly increased conversion and ultimately added over $10,000 in sales practically overnight with the same traffic and no other change. Lesson learned. NEVER assume your clients will or won't respond to or like something based on YOUR personal preferences. Be scientific and test your theory. Then only trust the hard facts and results.

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7 Marketing & Business Rules To Live By:

1. No one knows how good you are before the sale; until they buy, **they only know how good your MARKETING is**.

2. **The easier it is for someone else to do what you do, the less you'll get paid to do it.** Who else can make the same promises you're making?

3. If you try to be all things to all people, you'll end up being nobody to no one. *There are riches in niches.*

4. There's only so much you can polish a turd (military saying). Service marketing STARTS with the service. Therefore, if it's difficult to write the ad, website, sales letter, telemarketing script or marketing promotion, **the product is flawed**.

5. **All marketing communications (online and offline) should ONLY talk about the RESULTS you can deliver, and why a prospect should TRUST you.** Proactive, 24/7/365, "all you can eat," flat-rate pricing, etc., are NOT results; they're features. A menu of services does not build trust. I can find thousands of other MSPs who offer and say the exact same thing.

6. If you're finding it difficult to attract new clients and to get people to want to do business with you, you have a **business strategy problem**. If you're not making a profit on what you are selling, you have an **execution problem**.

7. **Being GREAT at what you do will NOT make you rich.** There are thousands of really smart, really talented IT pros who are DEAD BROKE. That's because money flows to the person who is superior at sales and marketing AND can deliver quality services. You have to be able to do both, but most MSPs and IT services CEOs struggle, suffer and make no money because they don't know how to bring a steady flow of new, quality clients in the door, fuel referrals, fuel sales and generate revenue.

Marketing Essentials You MUST Have:

❑ **A well-defined target market and client avatar(s).**

❑ **The ability to clearly articulate why a prospect should buy from YOU over the competition (also called a USP or unique selling proposition).**

❑ **CRM software to manage your prospects, customers and marketing systems.**
   - o Enables you to track new leads, which campaigns are working (or not), the ROI on campaigns, to intelligently segment clients and prospects, manage marketing systems, etc.

❑ **A powerful website that SELLS and trust-building online presence.**
   - o Converts visitors into leads
   - o Conveys WHY a prospect should hire you; builds trust
   - o Is optimized so a prospect looking for you can actually FIND YOU (optimized for relevant keywords)

❑ **5–6 ongoing, reliable ways to generate leads (secure appointments and build your list).**
   - o Multiple lead generation magnets
   - o Utilizes more than one media or method
   - o Must be consistent!

❑ **A documented Sales Playbook that details HOW to sell your services.**
   - o A "Shock and Awe box" of materials you send to prospects to build credibility:
      - ✓ Testimonial book
      - ✓ Free reports, books, articles you've written
      - ✓ Awards you've won, other credibility-building info
      - ✓ 2–3 copies of your newsletter
      - ✓ Logo items (mouse pad, computer hammer, etc.)
      - ✓ Printed "certificate" stating your guarantee
      - ✓ Tear sheets, articles written about you
      - ✓ Audio interview of you on a topic or teleseminar recording (audio business card)

❑ **Drip marketing system to follow up on unconverted leads.**
   - o Can be a monthly newsletter, printed and/or e-mailed, or some other marketing communication

❑ **Client Ascension Plan to maximize the revenue from every client.**
   - o Quarterly cross-sell campaign (minimum)
   - o Referral campaigns and systems
   - o Process for upgrading clients to higher levels of service
   - o Process for securing testimonials and case studies
   - o Endorsed mailings to leverage your clients' case studies

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4 Essentials To A Successful Marketing Plan

If you don't have a **consistent** way to bring in new clients and don't know where to start in building a marketing plan you can feel confident in, THIS is where you begin. Below are the four essential pillars of any great business and marketing plan.

1. **Market:** Specifically, WHO is your ideal client? WHO is most likely to buy your services? WHO is in need of what you sell? You must have absolute CLARITY on who your client is in order to build a business or marketing plan. Your client not only defines your marketing plan but also your services, how you package, price and deliver your services, the type of vendors you resell and the talent and teams you build to serve them. Next, you have to understand your CLIENT on a deep level, not just surface facts such as their title, size of company and geography (most IT firms will tell me their ideal client is "any" business with 10 to 100 computers).

   Think you know your target market? Turn to page 12 and quiz yourself on just how much you actually know.

2. **Message:** Once you have defined your target market, you need to be able to answer the question "Why should a prospective client choose YOU over all the other options available, many of whom are offering cheaper services?" The answer to this question is your USP, or unique selling proposition. If you cannot articulate the answer to this question in a relevant, clear and compelling way, you will struggle to win business from cheaper competitors and find it extremely difficult to get appointments with new prospects.

3. **Media:** When you have a well-defined target market and a tight, compelling marketing message, THEN and ONLY then you go to selecting media. Media is simply the means by which you deliver your marketing message to your target market. Most IT firms START here before clarifying their market and message and/or choose media that is free, cheap or easy. BOTH are huge mistakes and why so many IT firms generate less than two appointments per month with qualified prospects. For example, if your target market is the CEO of a hospital, is Facebook REALLY the best place to invest your marketing dollars and time? Is the owner of a busy and growing manufacturing plant even going on LinkedIn to read your blog post about antivirus software? Probably not.

   While I love e-mail, many CEOs' legitimate e-mail addresses aren't available for rent, and IF you were to come by their e-mail in some other way, is that REALLY the best way to introduce yourself? Will they welcome a spam e-mail from someone they've never heard of or requested information from? And finally, you need MULTIPLE ways to communicate your message to be truly effective, INCLUDING offline media such as direct mail, telemarketing, trade shows, networking, referrals and the like.

4. **Math:** Finally, once you have the above essentials correct, you need to incorporate sufficient REACH and FREQUENCY for your marketing to be effective. Most IT providers' marketing is based on random acts and hope, which is why they never get to creating systems and processes that ultimately deliver greater ROI and efficiency. Here's a fact—most companies don't switch IT providers but every three to five years. That's because switching providers is painful and filled with uncertainty.

   Remember, no one is going to leave something or someone that is good for someone *potentially* better. Therefore, if you send out a random flyer only when you're desperate for business, you might as well not send anything at all. You need repetition to build trust—and you need to send your campaigns with enough frequency in order to increase your chances of marketing to prospects the moment they make the decision to start looking for an alternative IT provider.

"Just like service delivery, marketing can be made to run on systems and process – not 'creativity' and inspiration."
–*Robin Robins*

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7 Things Every Marketing Campaign MUST Have To Be Successful:

1. **A highly qualified, targeted list of prospects that have a high probability of buying or being interested in what you're offering.** The list (and your relationship with it) is the single most important element that determines response to your marketing efforts.

2. **A compelling offer or CTA (call to action).** What are you offering that is so valuable and interesting that it compels a response? "Call us for a free consultation" is code for "free sales call." No one wants that. Instead, offer a free Network Health Check and build the value and SELL it as though you would charge money for it.

3. **Strong sales copy.** How you convey your offer and message is critical. Prospects are only going to GLANCE at your e-mail, letter or communication. Does it compel them to stop and read it? To RESPOND? So many campaigns fail simply because the message (or copy) is presented in a confusing, uninteresting or boring way.

4. **Clear instructions on how to respond.** You should always have more than one way to respond, with at least one being online (website and e-mail) and one OFFLINE (phone, fax, reply card).

5. **Urgency.** Why should they respond NOW? If you lack urgency, you don't have a good offer.

6. **Credibility and trust.** Why should they trust you? Are you credible? If not, you won't get a response.

7. **Frequency.** "One shot" drive-by marketing hardly ever works. If you're running a campaign to promote a webinar (for example), expect to send multiple e-mails, direct mail invites and telemarketing follow-up to fill the room. If you're going to send direct mail, you can't just send some random flyer once. Same goes with any offer or promotion you're running.

What Our Clients Are Saying

Claudia Gimenes
AtuanTI

We Closed A $440,000 Contract AND Produced 17 NEW Leads In Just A Few Months!

"Five years ago, I began massive efforts to transform our Brazilian-based IT company, AtuanTI, from a 100% IT products company to a services company. But despite some initial successful contracts to get our efforts going, I constantly worried about the business, as much of our success was attributed to intuition, gut feel and my past business experiences. I was recreating the wheel from the ground up and had no framework to do so. That's a scary place to put yourself in! My husband kept pushing me to listen to the "redheaded lady in America," but I kept putting it off until I couldn't stand to struggle anymore. That's when we bought the Toolkit and immediately signed up for the Rapid Implementation Workshop. (We actually spent our first anniversary there!)

Robin taught us so much at the workshop, everything from the RIGHT way to do campaigns, to defining your target marketing, measuring campaign performance, setting up KPIs and many other things that are finally getting us the results I have wanted for so long. After we left and implemented what we learned (and in less than three months), we closed a brand-new MRR deal worth $440,000 over the life of the contract AND produced 17 NEW leads! The way that we run our business and do marketing has drastically changed since the workshop. Thank you, Robin and team! You've made our life richer in many ways."

Jay Ryerse
Digitel

In Just 5 Years, Our Revenue Went From $175,000 To Over $2.6 Million

"Since we first purchased the Technology Marketing Toolkit, the impact it and Robin's organization have had on our business is nothing short of amazing. In one year, we added over a million dollars in sales to our business while simultaneously increasing our net profit by 185%; so we're not just adding to our top line but building a significant profit pool we can reinvest into our people, processes and service team, which in turn allows us to take great care of our clients. I can tell you from firsthand experience that if you will apply the campaigns, principles and lessons she's giving you, you WILL grow. You WILL attract very lucrative clients. Robin and her team are the real deal and the community she's built is simply incredible."

Bill Ooms
BSSI

All Of The Campaigns We Implemented Added Over $200,000 To Our Business And Boosted Our Profits By Over 52%

"When I came upon the Technology Marketing Toolkit, it was a rough time for my company; we only had about $300,000 in revenue with no marketing or sales systems in place. I sent out our first marketing campaign, and in four months had six managed services clients and $8,700 in monthly recurring revenue! I was hooked and started reading, learning and paying attention to everything Robin had to say, which helped us grow to $653,000 and then to $753,000 in the following year. Technology Marketing Toolkit has brought me rock-solid marketing and provided great peer group support. Thank you, Robin!"

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"Until they buy from you, your customers only know how good your marketing is."
–Robin Robins

How You Present Yourself To The Marketplace Determines How You'll Be Treated By Clients

Several years ago I did some consulting for the CEO of a shipping company that helped large manufacturers get the best prices possible on large-item bulk shipping. The problem I ran into was that the service my client was offering was SO commoditized and price-sensitive that there was very little we could do to differentiate and drive fees up. Additionally (at the time), the Internet was starting to change the business, and websites offering instant quotes for these services were starting to pop up, eliminating the need to talk to a salesperson to get a quote. In fact, that client eventually was forced to close his doors, unable to maintain a reasonable client base or profit margin. His company, and others like his, ended up going away, much like the world of travel agents, thanks to these new auto-quote websites that did a better job at less cost than most salespeople, eliminating the need for them altogether.

One of the danger zones you want to avoid when marketing is slipping into the "salesperson" role. If you were a vitamin salesperson working in a vitamin store, you'd be expected to have product knowledge, but no one is going to pay you to tell them which brand is best. They expect you to do that as part of your salesperson role. And once they know what vitamins they want, they're going to shop your wares online to see if your prices are out of line compared to what they can get elsewhere.

However, if we position you as a nutritionist, you are suddenly elevated to an "expert" status, and therefore would be able to charge clients for your advice on which vitamins to take. You can still sell the vitamins, but now people are PAYING you to evaluate them and make recommendations on how to get a particular result. Go a step further and specialize in helping cancer patients or pregnant women with a nutritional plan to beat the cancer or have a healthy pregnancy, and you can command even higher fees because now you're a *specialist*. Go beyond that: suppose you wrote a best-selling book featured on the *New York Times* Best Sellers list and had your own TV show. Now you're a "Celebrity Expert," and people will flood to your door, begging you to let them be your client, regardless of the price. Look at Dr. Oz or Dr. Phil or Mark Hyman, author of *The Blood Sugar Solution*. Mark is getting paid big fees to speak to audiences about how they should eat to lose weight and have energy—the SAME information their local doctor might provide (in fact, it's pretty common-sense stuff that most people already know but just don't do).

Quite simply, the world treats celebrities and experts very differently than they treat salespeople and vendors—and YOU get to decide how you want to position and market yourself. That's why I URGE my clients to publish books, newsletters and articles and to deliver seminars and public speeches on their topic. This elevates them from being the "IT guy" to being the celebrity expert on technology, efficiency, security, etc.

The Secret To Consistently Generating A Steady Flow Of High-Quality Prospects And Clients

Years ago, when I first got into business-to-business sales working for an IBM company (CGI Systems, to be exact), I bought every possible tape, book or seminar on the topic—everyone including Zig Ziglar, Tom Hopkins, Tony Robbins and countless others I can't even recall. I had a long 45-minute commute to and from work, where I would spend every moment listening to the masters, absorbing every pearl of wisdom they gave me. And, like many "self-help junkies," I spent a small fortune on my own education and soon became a highly effective salesperson, closing over a quarter of a million dollars every month in services, thanks to this training and my sheer hard work and tenacity in selling. Clearly, I was outperforming MOST salespeople and I was earning a decent living. However, I had to work my tail off day in and day out, glued to the phone to produce those results. And if I took any time off for vacation, sick leave or whatever, sales would dip. It was like running full-out on a fast-moving treadmill but getting nowhere fast.

Without boring you with the long story of how I finally figured "it" out, I struck upon a formula for selling and marketing that changed my life; this formula has not only enabled me to start and grow a very successful, extremely profitable consulting practice and become a millionaire at the age of 35, but it has also enabled me to teach my clients how to secure that same level of success (financially and otherwise) in their own businesses. And **I can explain it to you in ONE WORD: system.**

A system is, by definition, a "group of independent but interrelated elements that work together to produce a predictable and reliable result." But when I applied this concept to client-getting, marketing and closing sales, I started seeing exponential results without having to "pound the phone" hours a day or prospect my butt off. Looking back, I could kick myself for not figuring this out much sooner because, now that I understand how it's done, it's pretty damn obvious and something I wish I had figured out a lot earlier.

Let me unpack this a bit more…

As a business owner, your #1 job is "money-getting." You'll notice I didn't say "selling" or "marketing," because those are elements that help you in money-getting, and using those labels can limit your thinking. At the end of the day, you don't want better marketing or better sales; you want what those activities will give you, which is more money in your pocket, a better lifestyle and less stress (all by-products of having money).

Yet, even though many of you would agree that "money-getting" and lining your pockets are the most important functions of a business, <u>almost every one of the IT business owners I talk to have ZERO systems or processes in place to make that happen</u>. Not one. Zilch. Nada. ZERO. They've got a system for installing a server, quoting a job and even troubleshooting a client's issue…but not ONE reliable way to bring a client or a new dollar of profit into their business. **Amazing!**

Instead, their marketing is completely passive, relying entirely on referrals or luck to make money. And then when we hit an economic slump or they lose a client to a competitor or they want to take their business to the next level, they have no way of knowing how to do it and end up being lashed around like a rudderless boat in the storm. That's why having a marketing SYSTEM in place is so important. **A marketing system is a predictable and consistent process that affordably brings you a steady flow of quality prospects and high-profit sales—and a *KEY* component of this is AUTOMATING the process as much as possible**.

Years ago I did all of my selling through brute force, pound-the-phone telemarketing and sales—NOT marketing. Sure, I was pretty effective, but there are only so many cold calls you can make in a day. Plus, cold-prospecting is not fun, is time-consuming and is VERY bad for positioning if you're the owner. (To clarify, I firmly believe that having one or more skilled inside salespeople make outbound calls to set appointments is a GOOD thing. HOWEVER, how they go about it is critical. Done incorrectly, it will lead to bad positioning, crappy appointments and a HIGH turnover in the sales department. But done right, these folks can double or triple the typical results you get on ALL marketing efforts—this is just one of the things I teach in my programs.)

When I finally figured out how to turn the tables and get prospects to seek ME out as a trusted advisor instead of viewing me as an annoying salesperson, that's when the tide turned. But let me stress again that the process for making this happen comes down to having a system.

Having a *system* that brings in clients means no more wondering what the results will be when you spend money on marketing. It means no more trial and error or guesswork. It means you won't foolishly throw money down the drain on a lame ad, website or postcard, hoping it will "get your name out there" and generate something. No more random acts and drive-by selling or wondering what you are going to do to cover your monthly "nut." **But that's not the only benefit…**

When you can "make it rain" with prospects and you have steady deal flow coming down the pipeline, it changes the entire premise on which you get and sell customers. Your confidence goes up dramatically, which instantly translates into more sales. All the neediness goes away, and prospects can sense it. Plus, you'll become a lot less tolerant of cheap, annoying customers who don't appreciate you, don't pay on time or who balk at your fees. Once you know how to replace them, you won't feel the need to continue to keep them as clients because you need the revenue—**and that alone is priceless**.

There is one more HUGE value to systematizing your marketing: you can hand it off to someone else to run. In my business, we have a series of websites, e-mails, letters and phone calls that are put together in a sequence to drive new sales, a system that is 100% automated. That system has generated well over $3 million in sales in the last year ALONE—and it runs when I'm on vacation, out of the office or just working on other projects. No cold calls, no management, no work.

In your tech business, you might be doing the sales meetings at this point, and you might even be doing the prospecting. That is a VERY time-consuming process, and at some point you are going to have to map it out into a system, automate it and then delegate the running of it, if you are going to grow. Notice I didn't say you delegate the development and management of it—that's YOUR job. Yes, I know you have fantasies of hiring some crackerjack sales guy or genius marketing manager who will take this big annoying burden of selling and "money-getting" off your plate, with no heavy involvement, training and management from you; but that's just not reality. As a small business owner, it's YOUR job to make sure sales targets are met. By all means hire smart people to help you. But be careful not to ABDICATE your responsibility of leading them, managing them and making sure targets are hit. In all my years, I've only met two CEOs who were able to successfully delegate the ENTIRE sales and marketing process to another person; but both of these men had companies doing $150 to $400 million, and had a highly compensated team running the "money-getting." Most likely, that's not you or where you are today.

To be clear, you should certainly delegate many of the administrative tasks or lower-skilled tasks of selling and marketing…but the process of creating a client and "money-getting" system, team and process is YOURS. No one is going to care about the results more than you, and it's up to YOU to decide what markets you are going to target, your price points, your USP (unique selling proposition or competitive advantage), your position in the marketplace and your message. Here's a big rule of thumb: "Master the strategy, delegate the execution."

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So what exactly does a marketing system look like?

The best analogy I can give you is this: a great marketing system is a lot like a chocolate-cake recipe. It has a list of all the ingredients, the exact measurements and the order in which those ingredients must be orchestrated to produce the result you want. If you had never baked a cake before in your life but could follow simple instructions, you could bake a great chocolate cake IF you had a recipe.

But let's suppose you had to create one from scratch. You could spend a lot of time and effort trying to get it right, and waste a lot of money, before striking upon something that works. You'd have to test, refine and then test and refine again until you finally figured out all the pieces to successfully baking a chocolate cake. And just looking at a completed cake doesn't tell you how to create it; all that does is show you the end result you are trying to achieve—which is why just looking at a successful, profitable business doesn't always give you what you need to build one yourself. In marketing, many business owners unnecessarily waste countless hours and money on trying to figure out the "recipe" for getting more sales the same way. **But instead of finding a good "marketing" recipe and following it, they whack away at promoting their business with one failed attempt after another, writing checks all along the way to print houses, ad reps and even salespeople, hoping they'll strike upon something that works.**

That's the WORST way to go about it! Tony Robbins taught me that "success leaves clues" and if you want to get the same results someone else is getting, all you have to do is follow their "recipe" for success. So now, let me give you the four fundamentals—the building blocks—of any marketing system. There ARE a lot of moving parts that go under these four fundamentals, but if you don't get these four right, NOTHING will work as effectively as you want.

"If your headline, subject line or event title doesn't grab your reader, the rest of the piece is doomed to fail."
–*Robin Robins*

Basic Questions You Need To Be Able To Answer Well About Your Clients To Be Effective At Marketing And Selling

If You Don't Know The Answers To These Questions, You Can't Possibly Have An Effective Marketing Plan For Acquiring More Clients

1. Who is MOST LIKELY to buy? What's their situation right now? Who are they buying from right now?

2. What is the current market size available for you to sell to? Is it growing or shrinking? Why?

3. When prospects initially start looking to buy what you sell, what are the top three to five "events" (problems, situations, etc.) that trigger them to start looking?

4. Where or how do they start looking (shopping) to buy your services?

5. What is/are the first question(s) they ask themselves when looking to buy your services?

6. What are the top three to five most important factors or criteria they look for in a solution or provider when buying what you are selling? Why are those factors or criteria important to them?

7. What are their beliefs and biases about what you sell or about your "type" of company/person?

8. What are the top three biggest frustrations they have pertaining to their job/company overall? If different, what are the top three biggest frustrations or problems they have that you can directly solve or at least impact? **(Note: These may be one and the same, but sometimes they aren't.)**

9. How would your ideal target client describe (<u>exact language</u>) their frustrations, problems or dissatisfactions?

10. What are the key frustrations, problems and disappointments they have with other vendors providing the same services you provide, OR with their situation (if they aren't currently buying your type of products or services)?

11. HOW do they buy your services? What is the decision-making process? Who's involved?

12. What's the single biggest benefit you deliver to them? What are they <u>REALLY</u> buying?

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13. What is your product or service's USP (unique selling proposition)? In other words, why is YOUR solution better, faster, cheaper or more advantageous for them to buy over other providers'?

14. Who else is selling to them, and how are they selling it?

15. What regulatory/government actions are impacting how they do business, or WILL impact how they do business?

16. What trends are going on in their industry?

17. What are the top three to five events they attend? What are the top three to five websites they visit or read, or publications they subscribe to?

18. Who are the key influential people in their industry that they respect and follow?

19. Who are the top 10 to 20 vendors selling other services to them (non-competitive with what you do)?

20. What industry association(s) do they belong to?

21. Do they have their own language? What are key acronyms or buzzwords they use?

22. Are they web- and technology-savvy?

23. What social media sites do they frequent, if any?

24. How do they get paid to do what they do?

25. What applications, data or systems are critical to them delivering services/products to their customers?

26. What are all the critical applications they use to run their business?

27. What's their average annual revenue? Growth rate?

28. What KPIs do they MOST pay attention to?

29. What's the fastest and easiest inroad (product or service) for you to gain access?

Never Let A Client Buy Less Than They Should

One of the biggest, most grandiose failures I've ever had in business was with a client I acquired early on in my marketing consulting career. At the time, I was eager to please (and even more eager to start making money), so I agreed to help this company promote a product they had been grossly unsuccessful in selling. Over the course of working with them, I allowed them to "convince" me to change my recommended action plan multiple times—shortening ads, reducing my recommended marketing budget, changing offers, eliminating key elements to the marketing system, etc., etc. Ultimately, the project was a failure (of course), and worse yet, they blamed me and refused to pay the second half of my retainer, even though I had spent almost twice as many hours as agreed upon chasing their whims.

That's when I made the following decisions:

1. **I would NEVER let a client direct my prescription for their cure.** You don't go to a heart surgeon to heal your sick heart and then insist on changing the meds he's prescribing or insist on lying awake during the surgery to tell him where to cut and clamp. And if a doctor allowed you to do that, HE'S guilty of malpractice. Never forget YOU are the professional, and the client is coming to you to solve a problem. Don't allow their ignorance or tightwad attitude to change what you know is RIGHT and BEST for them.

2. **I would NEVER let a client buy less than they should.** If you underfund a marketing campaign, you can kill it before it even gets off the ground. Same with ANY project. Part of getting a result requires proper funding and doing certain things. If you truly want to earn the position of "trusted advisor," then why would you breach your responsibility to your client by allowing them to do anything less than what you know they need to be successful?

3. **I would NEVER let a client enter into an agreement with me without proper expectations set.** With almost every new client I work with, I have to recalibrate their expectations. Often, they haven't defined what "success" is. Therefore, as the project rolls out, they start to nitpick things and find reasons to be unhappy. For example, I had a client once complain that I was taking too long to create a campaign they requested. Most copywriters take a minimum of 30 to 45 days to produce a similar letter. I was cranking them out at the rate of one every two weeks. However, since the client doesn't normally work with copywriters, their expectations were incorrectly set such that they believed that two weeks was too long.

The bottom line here is that you MUST be more than an order-taker in your client relationships. To quote Cavett Robert, founder of the National Speakers Association, clients want a "stern but loving parent." If you allow your client to direct your advice because of budgets, inexperience, incorrect expectations, etc., you degrade yourself to a waiter in a restaurant, taking orders and fulfilling demands. By NOT allowing a client to direct your advice, you'll end up getting a better result for THEM and having a happier client in the end.

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What IT Business Owners Are Saying About The Impacts Of Marketing

Charles Henson
Nashville Computer

We Finally Broke The $2 Million Mark AND Secured A 101% Increase In Net Profits

"I have been a client of Technology Marketing Toolkit for over five years and have had nothing but great results from the material! If you are ready to change your IT business for the better, then this product is for you. Using Robin's strategies, we finally broke the $2 million mark and secured a 101% increase in net profits! What she teaches and provides will truly make an impact IF you implement it. It's like a paint-by-numbers system that allows you to market to prospects, whether you have a background in marketing or not. The Producers Club is invaluable to me, and the guest speakers she brings into these events are people I would not have been able to meet, nor hear speak, at any other event that would be IT-related. Being in Producers Club has allowed me to grow my peer network of IT professionals and business owners from around the globe, and these are people who understand my business issues and can give guidance without being my competitor. Hands down, this has guided my personal growth and my company's success to where we are today and will continue to impact the growth of tomorrow and the years to come!"

Joanna Sobran
MXOtech

Using Robin's Marketing, We're Bringing In $62,720 In Monthly Recurring Revenue (Up From $21,451), And That's AFTER Firing 13 Low-Profit Clients

"Before working with Robin, we were only generating $21,541 in monthly recurring revenue. One year later, we're up to $62,720 in MRR. This is AFTER firing 13 low-profit clients. That means our profitability is up dramatically and our entire team is a LOT happier now that we're delivering our services to NEW clients who genuinely appreciate us and don't beat us up on price. I've never done marketing before and I'm definitely not a savvy salesperson so naturally I was skeptical of Robin's program at first. But sales are up and we're winning clients away from cheaper competitors on a regular basis. If that won't make you a believer that Robin's marketing works, I don't know what will!"

Sitima Fowler
CAPSTONE IT, Inc.

We Increased Our Managed Services Recurring Revenue From $6,000 To $150,000 In Under A Year During A Very Tough Economy

"Thanks to Robin, I now have a documented sales process that any sales person in my company can follow without winging it.

Robin has opened my eyes to the fact that being a good sales person isn't some magical process that only a select few can master — it truly is a methodical, step-by-step process that anyone can learn. After using this process over a one-month period, I have gone from closing one managed services contract per month, to now closing five per month!

In addition, the average time it is taking me to close accounts is three weeks as compared to the five to six months it previously took. Overall, we have closed six new accounts; four of those are brand new. The monthly recurring revenue from those six sales is $3,450; a total of $124,200 in revenue over 36 months. That's not too shabby an ROI for the training I was originally afraid to spend my money on!"

A 1,900% ROI In Just 90 Days

Derek Anderson
BizTek Solutions

"When we got a $12,060 bump in monthly recurring revenue just by sending out a single email campaign Robin gave us, I knew we were really onto something…

Before Robin, we had broken-down, deficient and non-existent marketing systems. Though I'd worked with a business coach for the past 4+ years, we were stuck in a lot of areas and we lacked a sales and marketing team whose sole role in the company is to grow sales.

In just 90 days of working with Robin, we were able to "Robin-ize" our website, nail down a strong and compelling unique selling proposition, implement multiple cross-sell and referral campaigns and get out a monthly newsletter. All of these activities added $131,730 in NEW revenue! Now I know that even the smallest of actions – done consistently – can yield big results. I highly recommend all MSPs to work with Robin because of the HUGE impact that it can have on your business."

Robin's 12-Month Marketing Plan Added $25,650 Of New MRR To My Business And Saved Me From Failure

Ahsun Saleem
Simplegrid
Technology Inc.

"Two years ago, I was broken. Nothing was working the way I envisioned it would when I first started my managed services business. I couldn't win a single new client, sales were nonexistent and I was stuck doing low-paying menial work for the few clients I did have. I was seriously burnt-out from working so many long days with nothing to show for it. I knew that if something didn't change soon, I was going to quit, which meant I would have failed – and THAT was scary. So I gave myself one more year to make it work before giving up.

I had heard of Robin before but dismissed the Toolkit as hokey and unprofessional; I mean, come on! Who would respond to THOSE campaigns? But now, humbled by my failures and desperate for some success, I decided to purchase the Toolkit. But I told myself one thing: If I enroll, I'm going to keep a very open mind about her methods and follow exactly what Robin is telling me to do in this Toolkit. And I did just that.

Fast-forward to my one-year deadline for calling it quits, and my business has completely turned around. After following Robin's 12-month Marketing Plan in the Toolkit, we almost doubled our revenue, added $25,650 in new MRR and tripled my company's size; and I'm confident that we can do that again this year! Best of all, I had fun while doing it!"

After Working With Robin For 3 Months, We've Added 37 NEW Leads And Jumped Our MRR From $500 Per Month To $9,830 Per Month!

Jonathan Sandmel
Steady Networks

"Steady Networks was in a downward spiral. I thought I had a sales 'process' in place until it all caved in when I lost three big accounts and, at the same time, lost my inside sales telemarketer of two years. By the end of the year, we were starting to eat into our savings and I realized I had a big problem on my hands.

So, after ignoring Robin's e-mails for YEARS, I finally decided to give her system a chance and signed up for the Toolkit and Rapid Implementation Workshop. It was there I learned how to build a foundation for marketing and sales that will allow us to add clients profitably and consistently, fuel referrals and ultimately double our customer base. If these first 90 days of implementation after the workshop are any indication, it's going to be a VERY good year!"

I Added $720,000 In New Revenue From One Campaign I Got From Robin!

Rosebell Murigu
Fedcom Technology

"I'm proof that Robin's marketing just plain works. Believe me, I was skeptical. The first time I laid my eyes on the campaigns, I thought, "You've got to be kidding me. I'm NOT going to send this!" Now I can't even imagine that I thought that. I can honestly say I would never be where I am today in my business if it wasn't for Robin's marketing. From just a single cybersecurity seminar that was 100% Robin's materials, I generated 9 leads, which resulted in $720,000 in revenue! I am now determined to figure out how I can do these every single week and improve the process. After all, if it worked that good for a newbie to marketing like me, I'm sure I can continue to improve it the more I do."

Last Year I Finally Broke Free Of Being A One-Man Band, Adding 2 Employees And Increasing Our Net Profit By 256%!

Scott Beck
BeckTek

"Our business had hit a ceiling of generating just over $200,000 in revenue per year. Once we decided to invest in both the Toolkit and the Managed Services Blueprint we increased our profitability by 256% and added two full-time employees to take some of the workload off of me. Our secret is probably the same secret that most other successful MSPs have discovered: there is no one thing that will allow you to grow. Consistently marketing to our prospects along with being committed to implementing and building upon marketing and business basics, WILL result in success."

All Of The Campaigns We Implemented Added Over $200,000 To Our Business And Boosted Our Profits By Over 52%

Bill Ooms
BSSI

"When I came upon the Technology Marketing Toolkit, it was a rough time for my company; we only had about $300,000 in revenue with no marketing or sales systems in place. I sent out our first marketing campaign, and in four months had six managed services clients and $8,700 in monthly recurring revenue! I was hooked and started reading, learning and paying attention to everything Robin had to say, which helped us grow to $653,000 and then to $753,000 in the following year. Technology Marketing Toolkit has brought me rock-solid marketing and provided great peer group support. Thank you, Robin!"

We've Experienced More Than A 10-Times Increase In Revenues And Profitability Since Joining Robin's Program

Mike Clemmons
ByteCafe Consulting

"Before Robin, saying we were struggling to get new clients was an understatement. We were losing money…Not good. But after we started using her materials, leads started to pour in! The marketing was working, as evidenced by the fact that revenue grew a solid 40% that year—but more importantly, it was the first year we actually generated a profit! Just one campaign generated over $150,000 in sales, resulting in a return on investment of over 2,900%! Robin's marketing strategies have totally changed the trajectory of our business for the better, in more ways than we can count. We now generate quality leads, we've strengthened our name recognition and have landed more signed contracts than ever before. We've experienced more than a 10-times increase in revenues and profitability since joining Robin's program."

"The Only TRUE Success In Life Is Being Able To Do What You Love, With People You Love, Entirely On Your Own Terms."

– *Robin Robins*