



Closing The Sale

(The Pitch Deck)

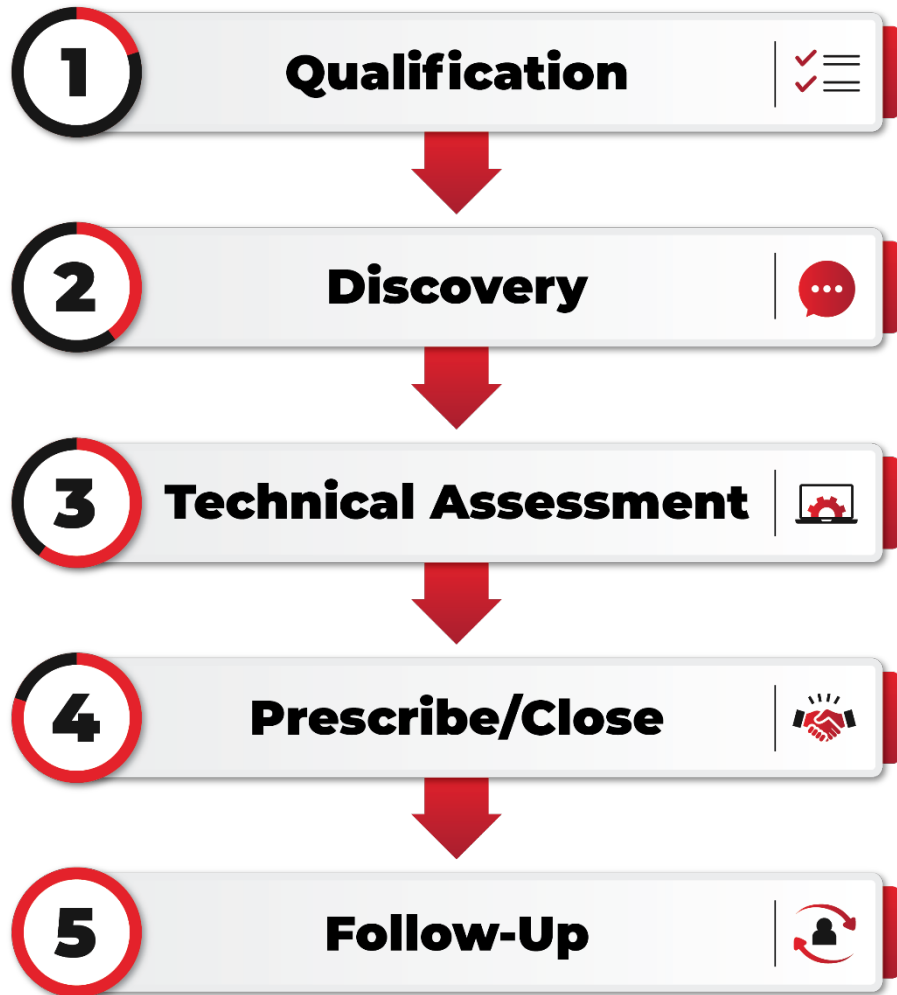
Presented By:

Robin Robins

www.TechnologyMarketingToolkit.com

This Is Going To Be A WORKING Session

- Stay ENGAGED; don't "check out" and respond to e-mails and tickets, surf social media, etc.
- Don't get up and wander around (coffee, bathroom, etc.).
- If your group sucks, find another group.
- If you are by yourself, find a group to join.



The 5-Step Sales Process



The 7-Step Closing Presentation

1. Set Up The Meeting For Success (Pre-Meeting Prep)
2. Set The Agenda
3. Initiate The Pain Train
4. Why Us?
5. Sell The Solution
6. The Money Talk
7. Ask For The Order

**These Should All Have
Visual Prompts In A Slide
Deck Or Document**



Very Certain, Sale Is Made

Everything you say or do should build CERTAINTY in the prospect to buy; if it doesn't, take it OUT.

Not Certain, No Sale



The purpose of the slide deck is NOT to close the sale, but to give you visual prompts to stay on track.

The Cover Slide And Agenda Slide (2 Slides)

Strategic IT Roadmap And Action Plan

Prepared For: Prospect Name

Confidential



Meeting Agenda

- Review the problems and challenges you shared with us.
- Reveal our report of findings to show you what we discovered.
- Recommend a plan to solve your problems and secure your network.
- Discuss our services and the budget we're proposing.
- Work through any questions or concerns you have.
- If appropriate, okay the paperwork and select an onboarding date.



Prepared For [Company]

Report Of Findings And IT Roadmap



| Agenda

- Review the problem and challenges you shared with us.
- Review our “Report Of Findings” and what we discovered.
- Recommend a path forward to solving your problems.
- Discuss our services and the budget we’re proposing.
- Work through any questions or concerns you have.
- If appropriate, okay the paperwork and select an onboarding date.



Cybersecurity Action Plan

PREPARED FOR:
LIT LLC



Agenda

Over the next hour, we'll review the following and ensure you have all you need to move forward. Ask questions anytime!

- . Cyberscore
- . Critical Issues Discovered
- . Why Choose Us?
- . Cybersecurity Action Plan
- . Your Investment
- . Our Unbeatable Guarantee
- . Get Started



Take 10 Minutes To Create Your Cover Slide And Agenda Slide



Start The Pain Train

**70% Of All Buying Decisions
In Business Are Made To**

Avoid Loss

**But Most Salespeople
Keep Pitching The Gain**

Start The Pain Train

- **Surface Problems (One Summary Slide)**

On one slide, summarize the problems they've told you about that are known, obvious and frustrating them. They might not all be technical. Could be responsiveness, customer service, etc. *This summary shows you were listening.*

- **Deeper Problems (But Wait, There's More...)**

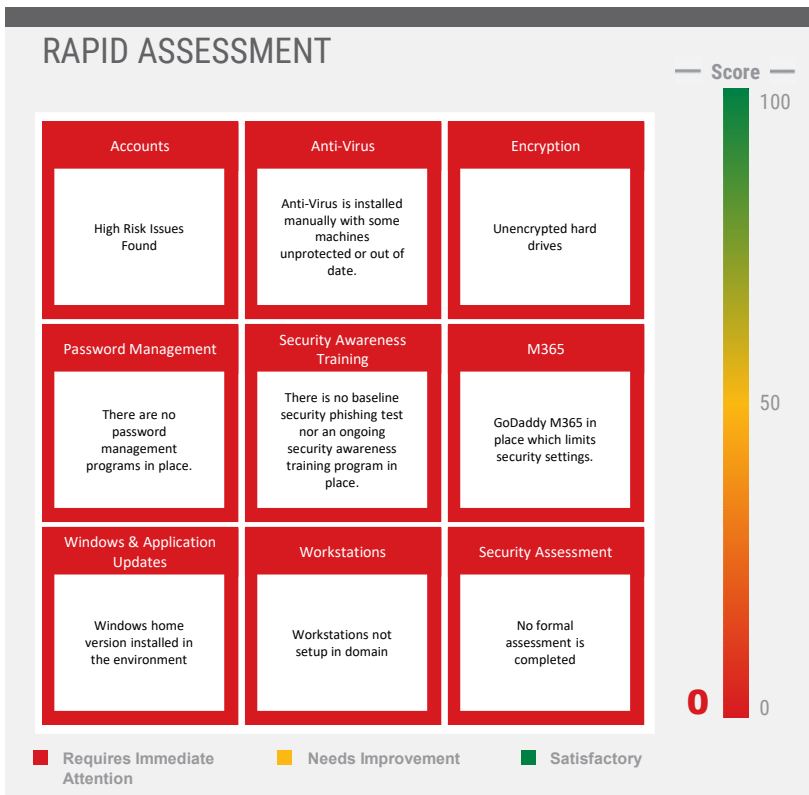
Summarize the report of findings (green, yellow, red and ON FIRE).

- ✓ Do NOT get too technical here unless you're selling to a technical audience. Consider using the audit report or a similar scoring system.
- ✓ Don't just tell them the problem, convey the CONSEQUENCES.
- ✓ They need to feel ANXIOUS and P.O.'d by the end of this section; they need to be angry that their current IT company is ripping them off, not taking care of them, etc., and anxious about security, data loss, downtime, etc.

Your Known Problems

- There is a complete lack of IT support, both day-to-day and strategic.
- You understand you are not secure and lacking critical cyberprotections.
- You acknowledge you are extremely vulnerable to a ransomware attack.
- You were told by your insurance agent to get a technology provider.
- You have had past incident/compromise on Google Drive.
- You want to get these problems addressed ASAP.


Audit Detail



Our audit revealed SERIOUS gaps, failings and dangers in your security and compliance.

It's URGENT we remediate these immediately.

Review: Your IT problems previously discussed

-  <Pain disclosed during discovery 1>
-  <Pain disclosed during discovery 2>
-  <Pain disclosed during discovery 3>
-  <Pain disclosed during discovery 4>

Baseline Summary: Results of Our Diagnostic Assessment

Baseline Summary



OVERALL SCORE: 61 Out Of 100

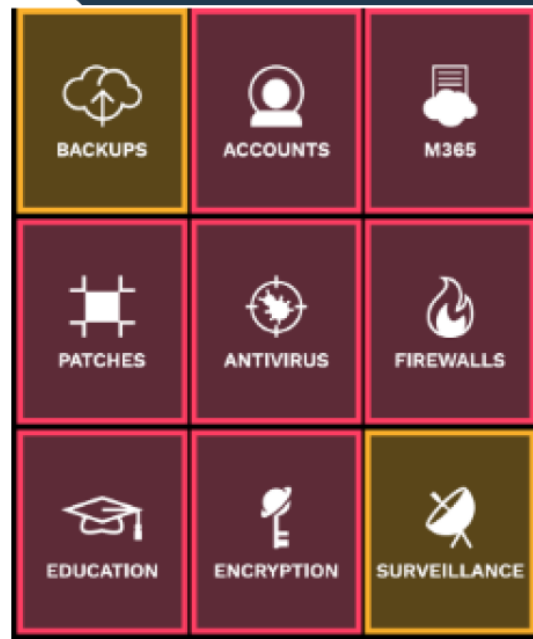


CyberSCORE Rating



Issues We Uncovered:

- Need More Responsiveness
- Compliance/Security Concerns
- **Missing 2FA**
- Passwords with No Expiration
- **Backups failing**
- Multiple User-based Administrators
- Admin Credentials Cached
- Passwords Cracked:
- Multiple Reused Passwords
- Password Standards/ Procedures
- Passwords Shared on Dark Web
- No Security or Encryption Methods (Windows Home Version)
- Missing Windows Security Patches
- Weak Encryption Methods
- Patch Management is out of date
- Anti-Virus and Firewall Vulnerabilities
- Personally Identifiable Information Accessed
- Remote Desktop Port Accessibility
- External IP Vulnerability
- Cyber Education and Training?



**Take 15 Minutes To Create One Placeholder
Slide To Summarize Their Stated Problems
And 2 Or 3 Slides To Develop The Need**



Why Us?



Why Us?

- In your slide notes, write out your transition statement:
“The good news is that you have a problem we solve around here every day. Let me tell you how we’re uniquely qualified to help you get all of this resolved.”
- On your deck, create 1 to 3 slides to summarize HOW you are DIFFERENT from other MSPs and why you can be trusted to solve their problems. Be sure to INTERPRET THE VALUE verbally.
- Add testimonials, awards or other data to support why YOU are the superior choice to solve THEIR problems and meet THEIR needs.

Why Choose Us?



Concierge Support

We provide unparalleled personalized assistance and support, going above and beyond to meet your needs and ensure your utmost satisfaction.



Unsolvable Solved

Our team thrives on tackling complex challenges, transforming seemingly unsolvable problems into success stories.



Values Driven

Rooted in accountability, drive, positivity, excellence, and humble confidence, we embody these values to foster growth and success.

Our Client Feedback



CSAT 98.6

577 reviews in 90 days

Powered by SmileBack



Client Reviews & Awards

People's Bank of Kankakee County

LeadingIT has some of the greatest techs I've ever worked with. **They're super responsive to my needs,** always having the answers I'm looking for. It's nice having a second set of eyes keeping tabs on things.

Taylor Miles, IT Director

Village of Lake Zurich

LeadingIT is a professional organization **that takes the hassle out of technology.**

Michael Duebner, Asst. Village Manager

Huntley Park District

LeadingIT's services are **all-inclusive,** and they've had technical expertise in every area we've requested.

I have peace of mind knowing our systems are monitored 24/7.

Scott Crowe, Executive Director

Woolf Distributing

Five star service all the way! The service is **fast and accurate.**

Al Teson, Director of Operations



Our **Unbeatable** Guarantee

Not Satisfied in **60 Days?** We've Got You Covered.

We believe in the quality of our IT services so much that we offer an unbeatable guarantee.

If within the first 60 days you're not absolutely thrilled with our service, we'll pay 3 months of fees to your next IT company.

No questions asked, no fine print.

Experience the confidence of a risk-free decision.



3 Reasons Why We're Uniquely Qualified To Help You



1. We Specialize in Construction Companies

Local technology company with on-staff certified experts; the person you talk to on the phone can walk through your door.

2. 5-Star Customer Service

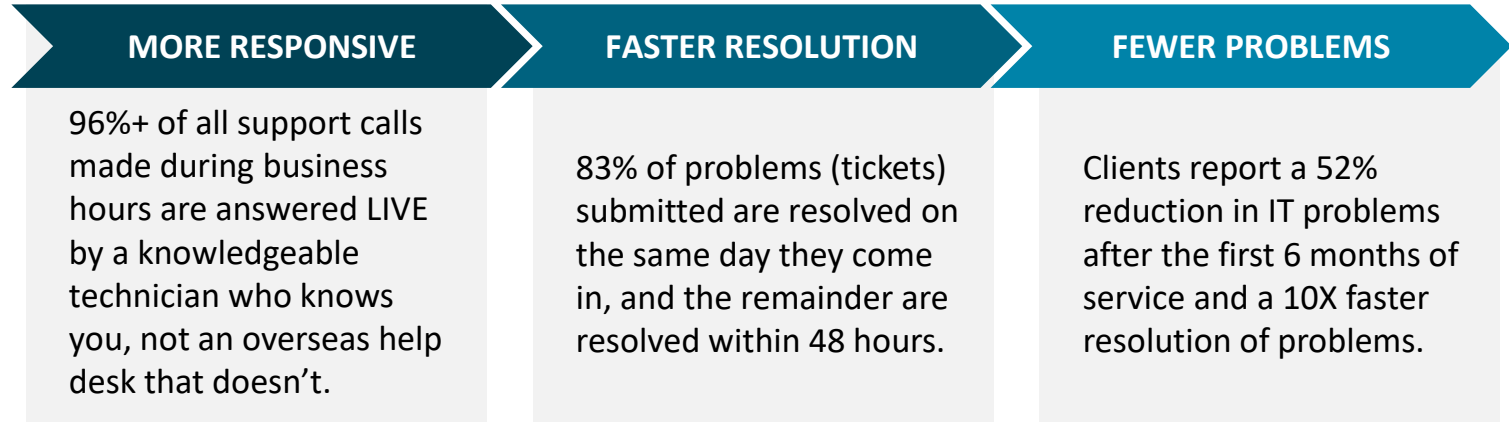
Don't take our word for it; check out the dozens of 5-star reviews we have. You'll never be delayed or frustrated waiting on IT support again.

3. Commitment to Excellence

Our business strategy is heavily focused on positioning ourselves as trusted advisors, not just service providers, ensuring a partnership that is based on trust and excellence.



Why We Are Uniquely Qualified To Solve Your IT Problems



Firm Overview



General Firm Information

911 IT is an IT and cybersecurity firm located in South Jordan, Utah. We have been proudly serving clients since 2004. We primarily provide managed services to companies along the Wasatch Front. Our CEO, Adam Spencer, founded 911 IT with the goal of helping people and businesses meet the most common and most complex computer repair and network management challenges. As the security and privacy aspects of IT have expanded and grown more sophisticated, so has our company's menu of services. We became a full service managed MSP in 2019.

Adam Spencer had the opportunity to present our firm's business plan to "The Sharks" from the hit TV series "Shark Tank" in April of 2023. Adam not only impressed the sharks with what we do within our company, but also impressed the largest peer group of MSP owners so much that Adam was named "Spokesperson and Ambassador to the IT and MSP Industry." Adam now travels the country, speaking to thousands of other IT firms about how to run and manage their companies using best practices. 911 IT stands as an industry leader and trusted IT partner. 911 IT builds lasting relationships that you can always count on.

Relevant Publications

Our CEO, Adam Spencer wrote the book on Cybersecurity. Adam's book, "Cyberstorm" hit #1 on the Amazon Best Seller.



Our firm was featured in "MSP Success" magazine. A national distributed publication for leading the industry.



Influence and Inspiration We are Always Learning from the Best



Adam visited Robert Herjavec's cybersecurity office in Kansas City to observe their operations and gain insights into their business practices. This meeting allowed him to explore effective strategies and innovative solutions in the cybersecurity industry.

Jordan Peterson is a Canadian psychologist and professor renowned for his critiques of political correctness and his emphasis on personal responsibility. Adam left their encounter feeling inspired by Peterson's profound insights and perspectives on navigating life's challenges.



Adam had the chance to meet Emmitt Smith, the legendary NFL running back and three-time Super Bowl champion, where Adam proudly presented him with a copy of his book, "Cyber Storm." The encounter was memorable for Adam, as he admired Smith's accomplishments and appreciated the opportunity to share his work with such an iconic athlete.

Response Times



74.33% of all tickets are closed the same day it was opened
*Last 30 days

Initial Response Times

Anytime you need an IMMEDIATE response, call our team!

Priority	911 IT	Industry Average
Critical	5 Minutes (immediately if called in)	30 Minutes
High	15 minutes (immediately if called in)	1 Hour
Medium	2-75 hours (immediately if called in)	8-24 Hours
Low	24 hours	24-48 Hours

Average Resolution Times

*Last 30 Days

Board	911 IT	Industry Average
Helpdesk	41 minutes	8 Hours
Specialist 2	9.67 hours	24 Hours
Specialist 3	17.76 hours	48 Hours
Proactive	1.5 hours	NA



98.35% Current
Customer Satisfaction
(CSAT) Score

The average Customer Satisfaction Score (CSAT) across all industries is 78%. A good CSAT score is typically between 75% and 85%, and a score above 90% is considered excellent.

How to Receive Support

IT IS AS EASY AS 1-2-3

3 WAYS YOU CAN SUBMIT A SUPPORT TICKET



1. Easy Button

We make getting support easy! With our easy button, you can press a button and it will automatically collect screenshots and logs from the computer to submit to us!



2. Phone Support

A phone call is the fastest way to receive support. We answer our phone calls live, so you can get immediate help whenever you need it.



3. E-mail

Sending an email to our support staff automatically opens a ticket for support. Use the E-mail option for non-urgent issues.

What is an "Easy Button?"



An easy button is a device that plugs into the computer. It submits a support ticket by simply pressing the button. It will submit a screenshot of the last 15 times the mouse was clicked. This gives us a full overview of the issue, without any hassle! Perfect for when you need support of an error message or if you are too busy to send an e-mail or make a phone call!

Why choose us?

Let's be honest - there are a lot of IT support options out there today. So, what makes Impress Computer Solutions different? First and foremost, Impress is dedicated to providing practical and secure managed services to our clients. We do NOT sell block hours and we do NOT wait for things to fail before we respond to an issue. We build strong partnerships with our clients to ensure secure and reliable IT environments.



Emergency response time is one hour or less guaranteed. A live person will answer your call, or you can enter a service ticket yourself online with our streamlined service ticket system. We can log in to your PC or server remotely and resolve many issues immediately without the wait for a technician to travel to your location.



We personally answer all phone calls with no automation so we can guarantee that personal touch. We offer dedicated email and phone support for our Managed Services Clients.



Impress Computers has been around since 2003. We continue to be a respected leader in the community and the industry. Our proudest accomplishment is the large number of long term clients who year after year put their trust in us. We will meet with you, at a minimum, quarterly so there will always be an open line of communication.



Our philosophy is proactive, not reactive. With monitoring and management, we manage your network 24/7 to identify issues and address them BEFORE they become problems, rather than putting out fires.



There will be no "Geek Speak". You deserve to have your questions answered in plain English. Our technicians will clearly explain what is happening so that you can better understand our services.

Why Us?

Here are some things to talk about **EVEN IF** you have nothing “unique”:

- #1: Specialization (We're Experts In Your Business, Problem, Situation)
- #2: Customer Service And Experience (5-Star Reviews, Guaranteed Response Time)
- #3: Everything Will Just Work
- #4: Peace Of Mind (Trust We're Doing The RIGHT Things To Protect You)
- #5: Hassle-Free Vendor Management (One Throat To Choke)
- #6: True Professional Services (Fractional CIO/CISO Services, Real Account Management, Budgeting, Roadmaps, QBRs; CFO vs. Bookkeeper).
- #7: Risk Mitigation (Legal Compliance, Cybersecurity, Employee Problems)
- #8: Onboarding And Switching Will Be EASY
- #9: Trust (Why Are We The Safest Choice?)

**Take 15 Minutes To Create Your
“Why Us?” Slide(s).**



Sell The Solution

**(Explain How Your Approach And
Methodology Are Different)**

Critical Point:

There is *NO POWER* or advantage in your “package” or tech stack UNLESS you can explain it in a way that persuades and influences a prospect to buy from you.

Hint: They're NOT buying your tech stack. They're buying their trust in YOU to do a great job and solve their problems.

Critical Point:

At this point, do NOT just walk them through a detailed technical proposal.

- Proposals are mostly a parts list of hardware, software and services that confuse a prospect, and *a confused prospect never buys*.
- Proposals don't sell the value you deliver or outcomes.
- Proposals don't influence or persuade.
- Proposals don't explain why something is needed.
- Proposals can be given to the incumbent MSP or competitor to beat or replicate your offering.

**Explain “Your Approach”
To Differentiate Your Company And
Explain How You’ll Help Them**

The Iconic P.R.O.S. Team Model

The client is supported by a holistic team to ensure all their needs are met.



Your Dedicated Team

We develop a personal relationship by servicing clients with their own dedicated team. Clients will see the same faces and our Icons will know the client's business well.

P PROACTIVE

Central Services - The team that monitors and maintains your network, servers, and workstations, backups behind the scenes to make sure everything is running optimally.

Professional Services - This team will work on future roadmap projects so your business keeps moving forward.

Technical Alignment Coordinator (TAC) - Ensures your network meets our best practices and acts as the quality control person.

R REACTIVE

Support Desk - When you have an issue, call us and one of our support desk techs will help you out quickly.

System Administration - If your issue is more complex, the system admins will jump in and troubleshoot, including going on-site.

O OWNERSHIP

Infrastructure Administrator - The lead tech responsible for making sure the technical aspects of your network are functioning well.

S STRATEGIC

Virtual CIO - Services provided by the vCIO include strategic business reviews, updating your roadmap with future initiatives, and making sure your service expectations are being met.

The 3 Critical Functions To Increase Sales And Profits In Your MSP

A



Attract

C



Convert

E



Expand

TMT's Unique Approach To Growth



— LeadingIT SAFER Advantage

Secure

your network & data

Advise

your partner in technology

Fast Support

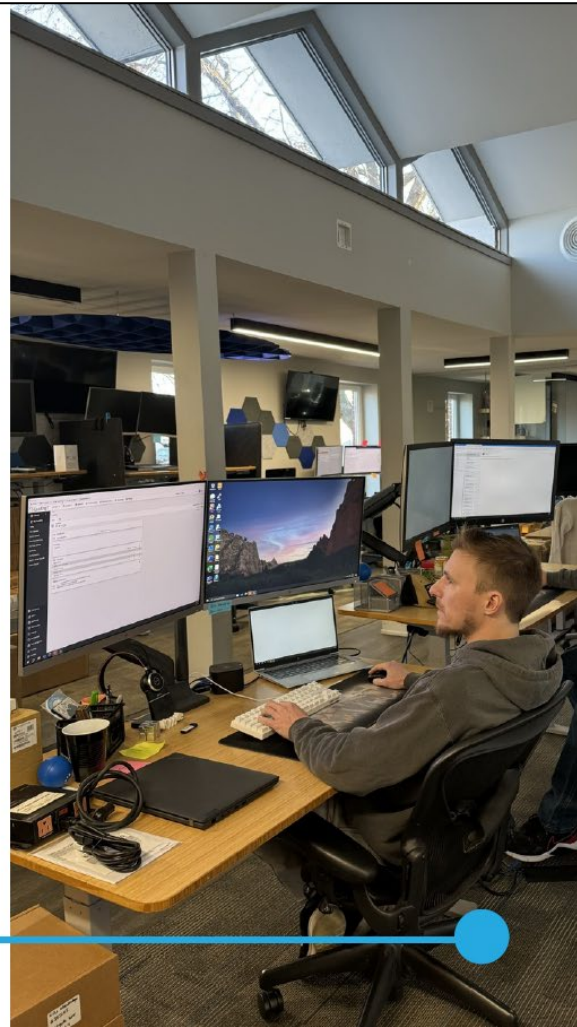
all day, everyday, live answer

Education

your first line of defense

Reduce Risk

standards, assessments,
and compliance





What we stand for.



Honesty.
Integrity.
Dedication.



I – Instant Response:

Offering rapid, 24/7 customer support to address IT issues quickly and minimize downtime.



M – Management (Account Management):

Dedicated account management to ensure seamless communication, strategic alignment, and proactive IT oversight for your clients' evolving needs.



P - Personalized Solutions:

Custom IT strategies tailored to meet the unique needs of each client, particularly in manufacturing and construction.



R – Reliable Technicians:

Skilled, experienced technicians who deliver consistent, dependable service for smooth operations.



E – Efficient Operations:

Optimizing IT processes to boost productivity and reduce operational costs for clients.



S – Security Focus:

Prioritizing cybersecurity, ensuring your clients' data and systems are protected from ever-evolving threats.



S – Strategic Planning:

Providing IT roadmaps and guidance to align technology investments with long-term business objectives.



DenaliTEK F.O.C.U.S. Advantage

By choosing DenaliTEK, you gain peace-of-mind that we have addressed every critical aspect of IT efficiency, uptime and security.

F.O.C.U.S

F

FOUNDATION: We implement a solid foundation of security, documentation and strategy to eliminate frustrations and reduce risk.

O

OPTIMIZATION: We evaluate your IT needs and budget every quarter to ensure you're getting the best performance and ROI.

C

CUSTOMIZATION: All solutions are personalized to support your unique needs, budget and situation, vs. a "one-size-fits-all" approach.

U

UPTIME: Our 24/7/365 service desk and proactive approach eliminates extended downtime and recurring problems that slow you down and frustrate your staff.

S

SECURITY: Gain peace-of-mind that your data and network are truly secure, backed up and compliant.

We Give you a Team of **P.R.O.S.** Instead of **T.E.C.H.s**



Other Guys

P

PROACTIVE

You not only get a team that proactively ensures everything is working, but also a dedicated Account Manager to assist with IT budgets, planning and growth.

R

RESPONSIVE

We answer every phone call live. When you need help, we're one quick phone call away. And 83% of all problems are resolved the SAME DAY.

O

OWNERSHIP

We'll never pass the buck or the blame. No matter what you need, we'll own it and get it resolved for you.

S

SIMPLE

We'll simplify IT, security and compliance so you can focus on running your business and taking care of your clients.

T

TIME CONSUMING

Clients must engage in frequent communication to clarify needs and expectations, which can lead to delays in decision-making and implementation.

E

EVASIVE

Providing vague responses to client inquiries, making it difficult to discern the specifics of their services or performance.

C

CONFUSING TECHNICAL JARGON

Clients feel overwhelmed, alienated and stupid, making it difficult for them to engage meaningfully in discussions about their needs.

H

HIDDEN FEES

Incomplete proposals, carve outs and undersold services often lead to unexpected costs and out of budget spending on IT.



**Take 15 Minutes To Create
“Our Approach” Slide(s).**



Sell The Solution

**(Next, Explain The Service
And The Fees)**

The Solution And Money Talk

As You Walk Through The Options:

- ✓ Show a summary of plan 1 and plan 2 (with the price outlined).
- ✓ Point out that BOTH will solve their problems, but REALLY focus on the plan you think is most appropriate for them and walk through THAT plan.
- ✓ Keep verbally tying in how the services included will solve the problems they're experiencing today and prevent future problems, risks and costs.
- ✓ At this point you'll give specifics on your fees; **be prepared to explain why your fees are EXTREMELY reasonable even if they're going to spend more than what they spend now**.
- ✓ Trial Close: "Which one are you leaning towards?"

The Money Talk

Sound-Bite Example:

“A company of your size should be spending somewhere in the 4% range of topline revenue for IT expenses. You’re currently only investing 1%, which is one of the reasons you’re having so many problems. The other reason you’re having so many problems is that your current IT company is failing to do X, Y and Z for you, which is putting you at risk for a serious outage or ransomware attack, which would be a very expensive and disruptive disaster you want to avoid at all costs.”

Our Solution

OFFERINGS	DENALI FULL SUITE	OLYMPIC ESSENTIALS
ICONIC FORTIFY 24x7 SOC (Security Operations Center) AI-Based Anti-Virus	✓	✓
UNLIMITED NETWORK SUPPORT Remote Onsite <small>*Projects not included</small>	✓	✓
FOUNDATION Email/Spam Filtering 24/7 Network Monitoring Security Patching Application Updates Vendor Liaison Hardware Procurement	✓	✓
BACKUP Cloud Backup Office 365 Backup	✓	✓
FIREWALL Managed Firewall DNS Web Filtering	✓	✓
VIGILANCE Dark Web Monitoring Phishing Simulations Employee Security Training	✓	✓
DEDICATED TEAM Your PROS Team (Proactive, reactive, ownership, and strategic)	✓	✓
STRATEGY IT Strategy (Strategic business reviews, technology roadmap, and budgeting)	✓	✓
REPORTS Inventory Reporting Network Overview Reporting	✓	✓
EMERGENCY SUPPORT 24/7 After Hours Support	✓	\$250/hr (1 hr min)
BUSINESS CONTINUITY & DISASTER RECOVERY BCDR Solution	✓	Customized and priced for your environment

For 55 users, and 2 locations

1) Stabilization Project: Move key software to the cloud and fix the O365 issues: \$22,000

2) Onboarding Project: \$3,000

3) *Ongoing Support:
\$12,075/month – Olympic
\$16,000/month – Denali

* Support price will increase/decrease by \$175/workstation or server based on actual count



Great Start

- Installation of our tools and security services
- Remediate critical vulnerabilities revealed from our assessment
- Move devices into Microsoft management with correct policies

Option A

Managed Services Package: 2024 Gold

Covered Items:

- 1 site
- 27 computers
- 27 phones and tablets
- 22 users

Initial Great Start Investment: \$xxx

Monthly Subscription: \$xxx

Benefits:

- Top-level, fastest support.
- Maintenance on all employees' computers, phones, tablets
- Business-class virus protection on computers, with 24/7/365 oversight
- Backup on M365 e-mail, OneDrive and SharePoint
- Hotline support directly to technician
- Strategic planning for your technology
- Security layers added to your Microsoft 365
- Advanced user tools include Password Manager and Security Training
- Maintenance, monitoring, security and warranty for your firewall and wireless
- Flat rate IT billed every month



Option B

Managed Services Package: 2024 Silver

Covered Items:

- 1 site
- 27 computers
- 27 phones and tablets
- 22 users

Initial Great Start Investment: \$xxx

Monthly Subscription: \$xxx

Difference:

- Service level time frames
- Variable monthly spend
- \$175/hour vs. \$150/hour for project work
- \$XXX savings; all calls to help desk and work at TTechT office are billable in 15-minute increments
- Emergency services are \$225/hour

Plans

Managed Services Package:
2024 Silver

Initial Great Start

Investment: \$xxx

Monthly Subscription: \$xxx

Managed Services Package:
2024 Gold

Initial Great Start

Investment: \$xxx

Monthly Subscription: \$xxx

Strategic IT Roadmap And Projects

Phase 1:

Implementation
Of Critical
Fundamentals For
Security And
Support

Implement 3-2-1 Backups

Implement Enhanced Security Stack Including 24 x 7 Security Operations Center

Remote Monitoring And Management

Technology Alignment Review And Documentation

Roll Out Cyber Security Awareness Training, Dark Web Monitoring And Phishing Simulations

Roll Out Password Management

Phase 2:

Implementation Of
Critical Firewall And
Server Update

Managed Services Plan Selection

	STANDARD	PREMIUM
Unlimited Support 24x7, 365 Days a Year(Remote and Onsite)	✓	✓
A Client Portal for Creating and Managing Tickets	✓	✓
Proactive Network Management	✓	✓
Endpoint Protection (Anti-Virus, Anti-Malware, etc.)	✓	✓
3-2-1 Backups	✓	✓
Remote Monitoring, Management, and Response	✓	✓
vCIO Services	✓	✓
12 to 60-Month Budgeting	✓	✓
Realtime Managed Detection and Response (MDR)	✓	✓
Device Encryption	✓	✓
Password Management	✓	✓
Ongoing Cybersecurity Training and Testing	✓	✓
Simulated Phishing Attempts	✓	✓
Ongoing Dark Web Monitoring	✓	✓
Supplementary Backups for Cloud Services	✓	✓
Active Directory Activity Monitoring	✓	✓
CyberWatch (3rd party assessment)	X	✓
Server Failover Hardware	X	✓
Failover Internet	X	✓
Onboarding Fee	\$2,000	\$3,200
Price Per Month	\$1,500	\$2,400

After 6 Months: Summary

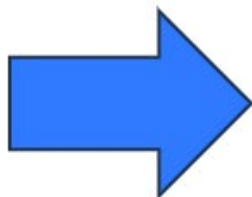


OVERALL SCORE ~~48~~ 85



Going for the Goal

Always Working Towards Goals & Objectives



Take 15 Minutes To Create Your Solution And Money Talk Slides



Ask For The Order

(And Make The Onboarding Process Look Easy)

Ask For The Order

Transition: “Okay, so let me tell you the next steps.”

(“StoryBrand” What’s Next To Future Pace The Prospect And Remove The Fear Of Switching)

✓ **Step 1: Onboard**

After you approve the paperwork, we initiate onboarding to install our tools and start providing help desk support to give you immediate relief and start triaging the most urgent problems you have.

✓ **Step 2: Diagnose**

As part of onboarding, we initiate a deeper analysis of your environment, documenting your systems and preparing an IT Roadmap and budget so we can give you clarity on what you have and what problems need to be addressed to develop appropriate cybersecurity and compliance solutions. This plan will be the key to controlling and reducing IT costs, mitigating risk and drastically improving your team’s overall productivity in the short term and long term.

✓ **Step 3: Deploy**

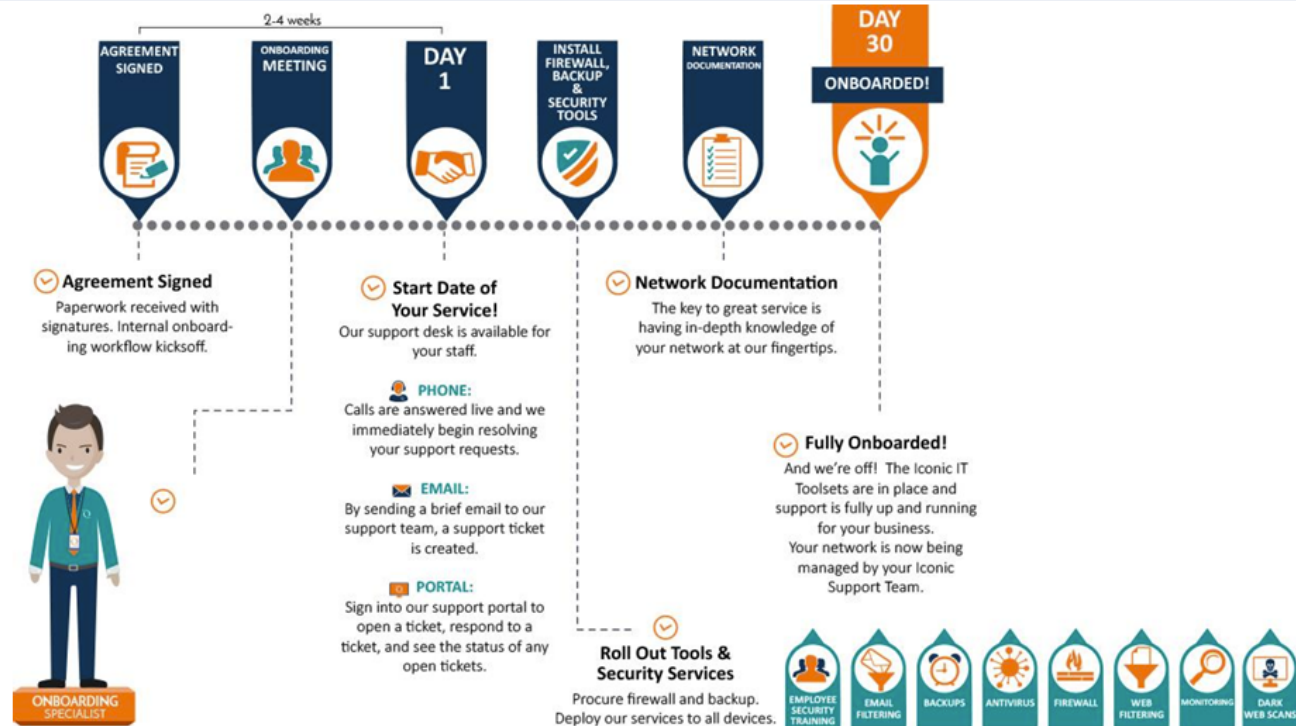
We implement the plan and adjust as needed through quarterly meetings, so you have peace-of-mind and a problem-free IT environment that doesn’t slow you down, put you at risk or frustrate your staff.

After going through the above, say, “Sound good? Does any of this not work for you?”



What to Expect During Onboarding

Once you sign an agreement to become our client we kickoff the onboarding process. The onboarding process is outlined below. Your **Onboarding Specialist** will guide you through the entire onboarding process. During this time you will also be introduced to your **Client Experience Team**.



Onboarding 5 Phase Process



Assessment

We run a security assessment on all systems and network devices to find everything that is a vulnerability. We will then plan and implement all approved changes.



Start

We get your company setup internally in our systems and get all licenses provisioned.



Transition

Your account will be transferred to the support team, who will proactively ensure your systems are functioning. They will create a project plan for the next 6-12 months and schedule follow-up meetings at 30, 60, and 90 days



Training

We train your team how to interact with us and how to access all ticket portals.



Installation

We install our software on each of your systems. In this phase, we also document and collect all information about your company and network.

Adam has a simple onboarding overview (shown) and a more detailed one for clients who want to see the onboarding process.

Getting Support

IT IS AS EASY AS 1-2-3



1. Easy Button



2. Phone Support



3. E-mail

SWITCH TO IMPRESS

IT SOLUTIONS

IT'S AS EASY AS 1-2-3!

Step 1: Discovery & Network Audit



During this time, we will gather information about your hardware, software and technical environment in order to set you up in our systems and prepare to support your specific IT needs.

Step 2: Deployment and Set-up



Once your network is well documented, we will complete the set-up process by deploying our tools. Your onboarding technician will update you on the status of this work as we progress.

Step 3: Go-Live

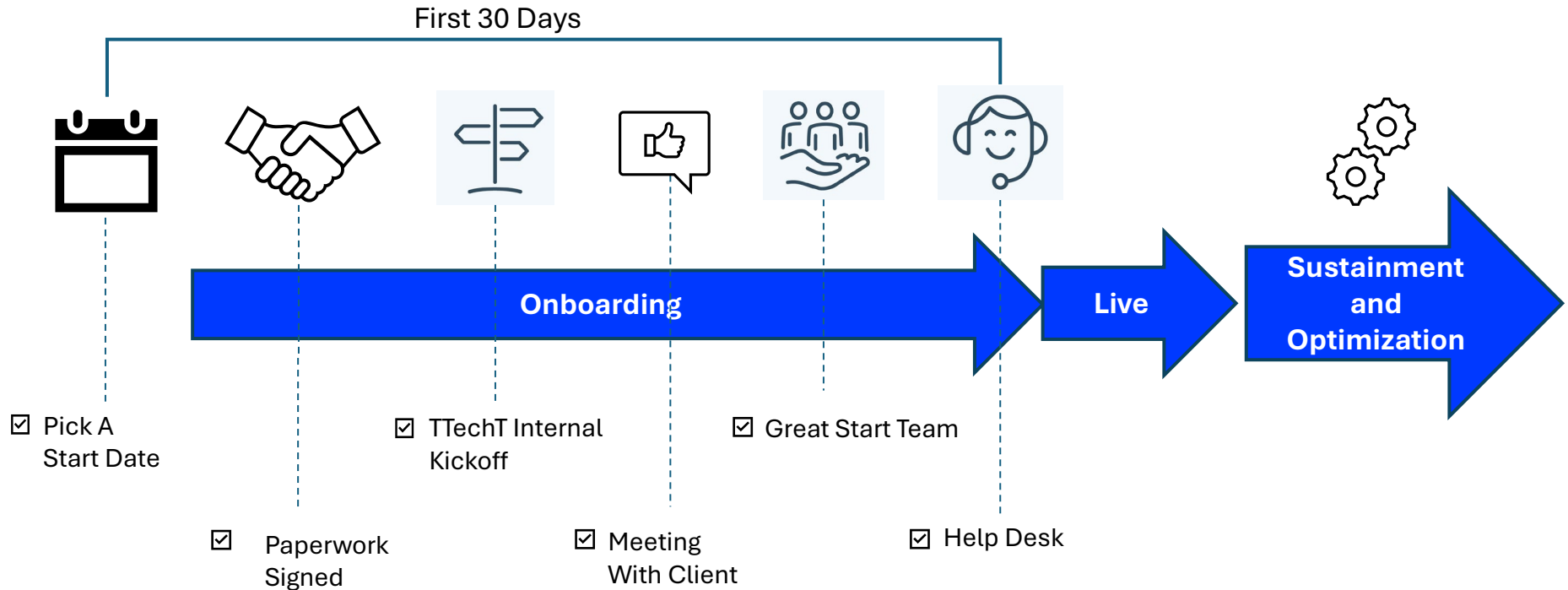


This phase marks the completion of the environment discovery, network audit and onboarding process. At this point, your environment will meet the minimum standards to be included in our MSP program.

**IT Managed Services • Remote Support • 24/7 Monitoring • Cybersecurity
Compliance • Cloud Services • Computer Sales • Data Backup & Recovery**



How We Get You Off To A GREAT START



Switch to It's as easy as 1-2-3



Step 1: Analyze

Document, Monitor



TTechT SMaRT services documents and monitors your network and applications.

Step 2: Stabilize

Update, Secure



We update and secure your systems and deploy reliable backups.

Step 3: Strategize

Plan, Propose, Upgrade



Your TTechT SMaRT services vCIO will develop a tech roadmap for your company's challenges.

Premium Tech Support | Cybersecurity | Compliance | VoIP Phone Systems



How We Make Switching Easy And Fast

Step 1: DISCOVER

We begin with a comprehensive discovery phase, where we analyze your existing IT environment, workflows and specific needs. This allows us to identify areas for improvement and tailor our solutions accordingly.

CORE BENEFIT:

It speeds up onboarding by eliminating “surprises” and giving us a clear view of what needs to be done.

Step 2: ALIGN

We align our services with your business objectives. We create customized workstation and employee onboarding/offboarding checklists, ensuring smooth transitions and operational efficiency.

CORE BENEFIT:

Reduced problems and frustrations as we deliver highly personalized IT support that is customized uniquely to your needs and situation.

Step 3: IMPROVE

At this point, everything is up and running smoothly. We ensure your staff is extremely satisfied with the support we’re delivering so they can focus on being productive for you.

CORE BENEFIT:

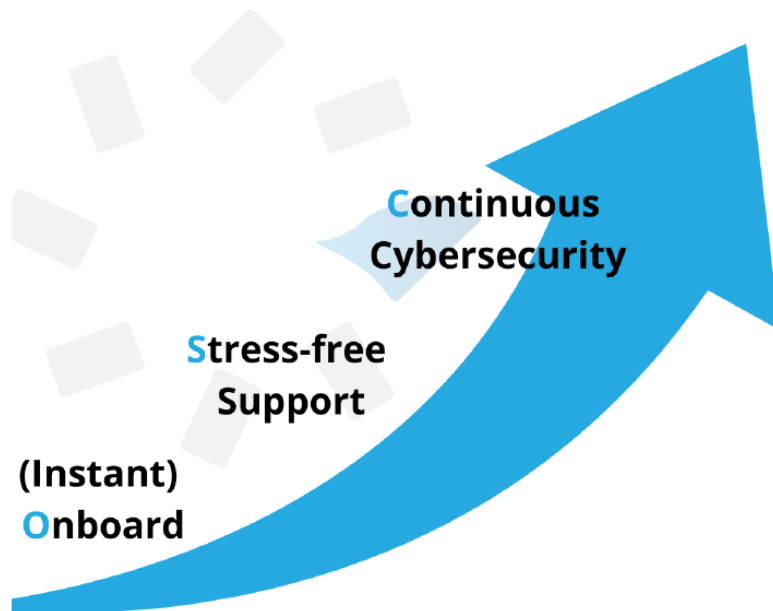
Your entire company is more productive and at a much lower risk for any IT disaster.

Switching is as Easy as **One Simple Call**

From Day **ONE**,
we resolve issues.

We can even help you
'break up' with your
current provider.

Stress-free, seamless
transition to concierge
IT support.



Take 15 Minutes To Create Your 3-Step Onboarding Process



Ask For The Order

**(How Will You Get
The Commitment?)**

Next Steps

1. Get started

DESCRIPTION	PRICE	QTY	SUBTOTAL
WorkplaceCOMPLETE + Secure + BackUP	\$0	0	\$0
TOTAL			\$0



SIGNATURE
Stephen Taylor

Date

Go Live Date

Take 10 Minutes To Decide Your “Ask For The Order” Process



Common Mistakes

- Using a detailed, itemized quote as your closing presentation.
- Being too random; stick to the flow outlined.
- Using too many words on a slide.
- Using heavy graphics, backgrounds that make the text difficult to read.
- Not being consistent with all marketing materials in color, design, fonts, etc.
- Not proofreading the documents.
- Using waaaaay too much geek-speak and technical acronyms.
- *Selling the trip*, not the *vacation*.
- Skimming over the “pain train” and not explaining consequences.
- Not asking for the order.