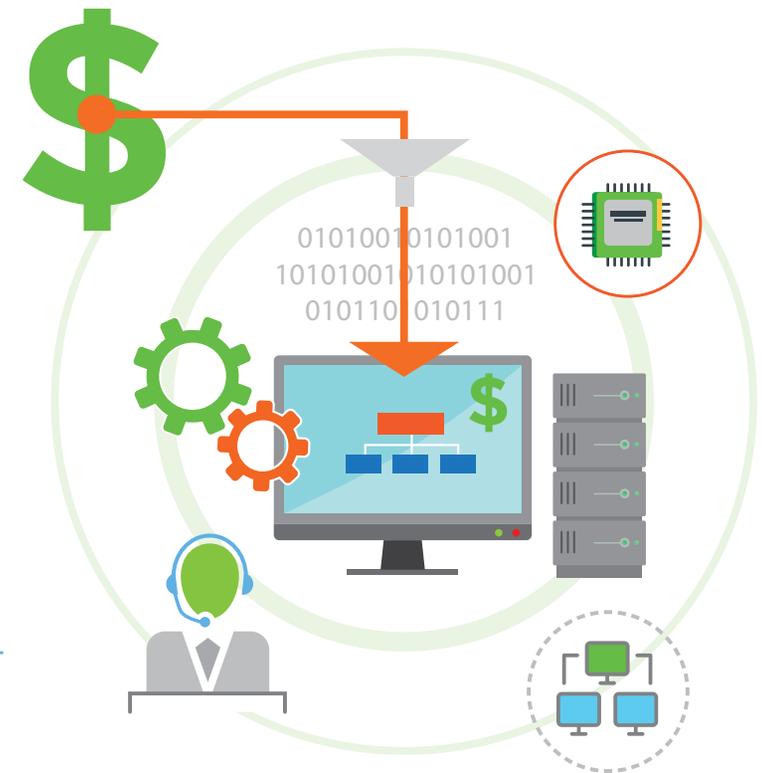


Recipes FOR Success

How to get SMB customers to understand the value of an IT investment

Often small businesses are looking to save money, so they cut corners on IT and end up leaving their business-critical data vulnerable. That can make IT sales challenging for MSPs. This step-by-step recipe will help you articulate the value of investing in IT to small businesses that are hesitant to make the commitment.



Key Ingredients:

 Your unique value proposition

 Visuals to illustrate your points

 Case studies

 Talking points

 Follow-up plan



1. Understand the value you bring to the table

Numerous MSPs have a hard time articulating the **unique value of their services**, in terms perspective



customers can understand. Take a moment to evaluate your offering. How can your services improve customers' lives? For example, how can moving to a managed service model save them time or money? Think of it in terms of the tangible benefits you can offer customers, not just the specific technologies you'll use to deliver those benefits.

2. Prepare supporting evidence

Next, gather additional materials you can use to help make the conversation with your customer successful.

Create **visuals**, such as graphs to show how much



money they could save by investing in your services or how updated IT could increase their productivity. You should also put together **case studies** or testimonials from customers that can help you share real-life examples. Taking the time to plan out these tools will help you illustrate how investing in IT services can pay off for a small business.

3. Have the conversation

Now that you've prepared your argument, it's time to have the conversation with your customer or prospect. Mix in your case studies and visuals as you highlight the following three **talking points** for justifying IT spend.

- **Eliminating downtime:** Downtime can be costly for businesses, so preventing lost time and productivity is essential to keeping most small businesses running.
- **Simplifying budgeting:** An IT service contract helps businesses have a predictable budget they can count on. With break-fix services they may be left scrambling to pay to have a critical application restored, but with a managed service contract they'll have a predictable monthly cost that's easy to budget for.
- **Creating peace of mind:** A good data protection and security solution is like insurance for their business. Spending money on it now can save them from data loss and other costly problems down the road.



4. Put the ball in their court

Don't be surprised if your customers need a little time to marinate before they make a decision. Find out when will be a good time to **follow up**—and plan to do so. In the meantime, ask if they would like to subscribe to your email newsletter. It's a good way to keep them in the loop, and educate them on new threats in the industry. When they're ready to take the next step, set up a time for an onboarding call so you can let them know what to expect and help them get started off on the right foot. You can also use the time to help them develop a disaster recovery plan.



Take an advisory role

It's easy to get carried away and end up scaring customers into investing in IT services. To avoid making them feel pressured, take an educational approach and let them know you're there to help their business by sharing your expertise. They're more likely to purchase services from someone they view as a valued advisor, rather than someone who's just trying to sell them additional services.



Bundle your services

Show your value by building a strong foundation of core services. Create a few different bundles customers can choose from instead of offering everything à la carte. Packaging your services this way will emphasize the overall value of all the solutions they'll get for a small monthly cost instead of making each service feel like an added expense.