

Sales tip of the week:

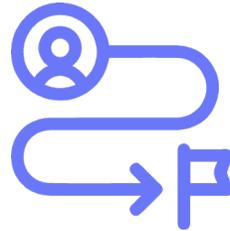
**How we added 2k of MRR
this week with this
method**



What is your biggest MRR growth problem?



**Are you getting
enough leads?**



**Is your sales
process broken?**



Other?

Let's breakdown your sales goals

LTV (LIFETIME VALUE) | Average monthly agreement



**This customer
is worth about**

**\$3000 per month
or \$36,000 per year**

Upsell 20% on top

- Project work
- Phone systems
- Upgraded Cybersecurity

\$43,200 a year

\$216,000 in 5 Years

**Over a quarter of a million
dollars per customer**

What do you need to do to get that customer?



Leads

75



Mail/Post/Emails

75



Phone Calls

300



Appointments

10





**Risk
Assessments**

10



Quoted

10



Followed up

10



Convert

1

Converting one customer per month
represents over

\$500,000 a year

to the bottom line of your MSP



How do you going to convert it? 4 step process



The Interview



The Assessment



The Readout



The Proposal



The Interview

The interview is a formality, just to see if we are a fit for each other.

But before I arrive to the meeting...

I need to be armed with a ton of information.



Just like how you wouldn't close a ticket without researching the problem and solve the issue...

You shouldn't show up to the INTERVIEW without this information.

In my case, we only serve ONE industry

- Independent Insurance Agency
- How many employees do they have
- How long they've been in business
- Who is the decision maker and other influencers
- Revenue (can they afford me)
- Do they outsource their IT or in-house
- Are they in need of any type of cybersecurity compliance
- Any charity work?
- Where are they active (linkedin, twitter, facebook, etc)
- Their website (you can learn a lot about how much they value technology from their website)
- In other words, what's important to *them*?



The assessment

The only purpose of the interview is to convert to a cybersecurity assessment.



I recommend a fast, trackable assessment method

- **During this time there will be some back and forth**
 - **Did they scan the machines**
 - **Did you follow up to make sure**
 - **Email**
 - Template
 - Integrations with office 365
 - **Video Email**



We use my friend Bruce's product called **Galactic Scan** for this.
I highly recommend their product for prospecting.





The Readout

When you get to the Assessment Readout, try to be less technical and more in-line with what their needs are.

You probably have had many interactions with the prospect, such as follow-ups on scans or emails back and forth.

If you got to this point, they are a **highly qualified prospect** that is ready to buy from you.

Have ready:



**Your assessment
results**



**Proposal on how you
would solve their issues**



**Important information
like dark web results**

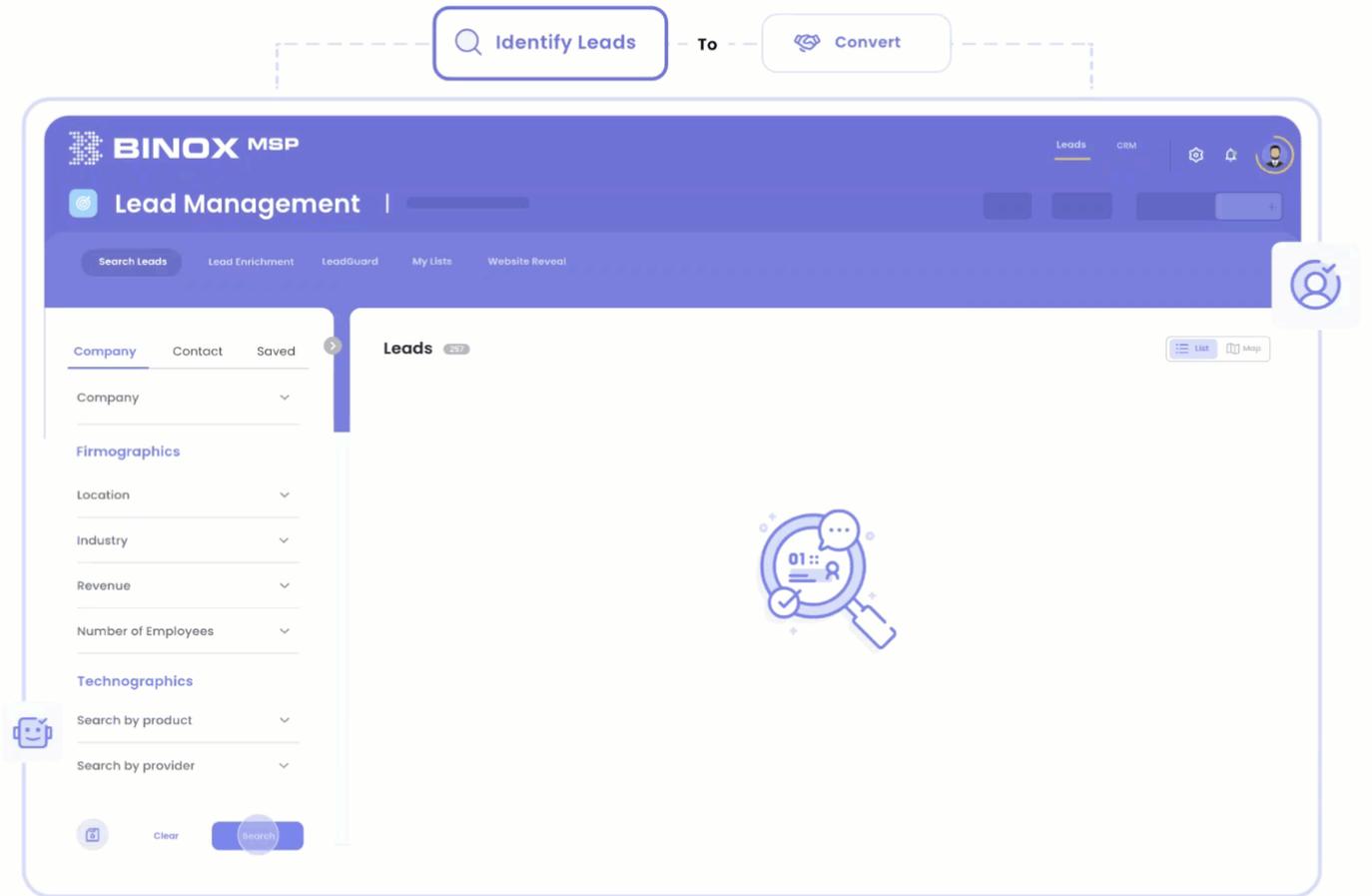


The Proposal

- **Getting the commitment**
- **Reiterate the value of your offering**
- **What they will lose out on if they don't do business with you**
- **Define the Onboarding Process**



How Binox Brings everything together?



- Human Verified leads
- Website Reveal

Identify

Introduce

- Templated Emails
- Video Introductions
- Marketing Campaigns
- Direct Mail

Appointment Setting

- Tracking Calls and stage of that lead
- Schedule first meeting

Technology Assessments

- Tracking scans completed
- Scheduling readout
- Tracking stages

Convert

- Quoting
- Following up
- Staying on top of those deals
- Perhaps needing to re-engage



THANK YOU!

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