



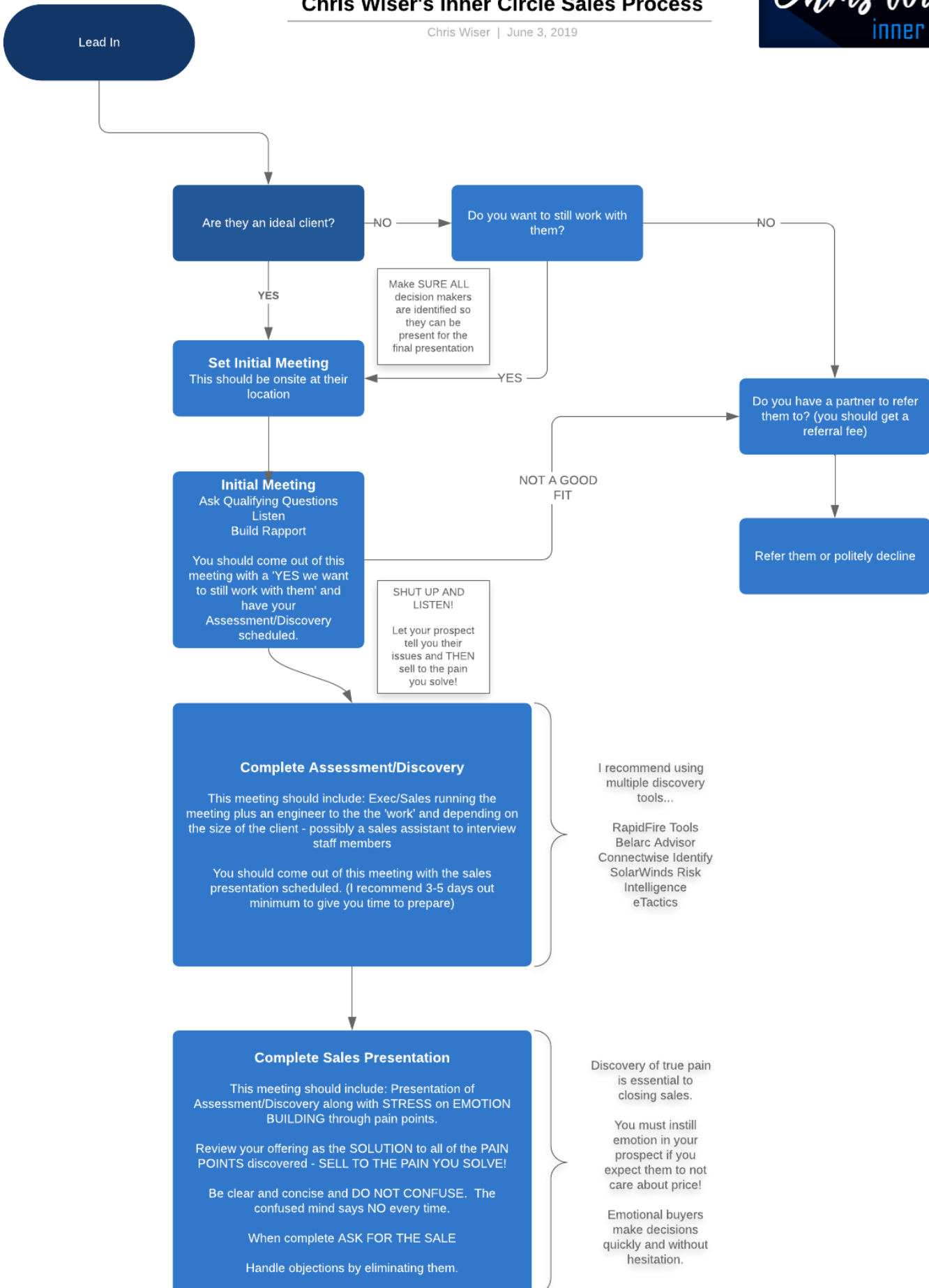
THE
WISER
AGENCY

**The Multi-Million Dollar
MSP Sales Process**

Chris Wiser, CEO, The Wiser Agency

Chris Wiser's Inner Circle Sales Process

Chris Wiser | June 3, 2019



Ultimate List of Sales Discovery Call Questions

Tell me about your company.

Tell me about your role. What do you do day-to-day?

What metrics are you responsible for?

Tell me about your goals (financial, customer-related, operational).

When do you need to achieve these goals by?

What problem are you trying to solve?

Are you having problems in [area as relates to the product]?

What's the source of that problem?

Why is it a priority today?

Why hasn't it been addressed before?

What do you think could be a potential solution? Why?

What would a successful outcome look like?

If you didn't choose a product, do you have a plan in place to address this problem?

What are your primary roadblocks to implementing this plan?

What's your timeline for implementation?

Is this problem funded?

Whose budget does the funding come out of?

Is the budget owner an "executive sponsor"?

Who else will be involved in choosing a vendor?

Will they also be present for the final presentation?

Do you have written decision criteria for choosing a vendor?

Who compiled these criteria?

Have you purchased a similar product before?

Is this a competitive situation?

What's the process for actually purchasing the product once you decide on it?

Are there legal or procurement reviews?

What are potential curve balls?

How can I help make this easy?

How will this solution make your life better?

What are your organization's goals for the year?

If you implement this solution, how do you hope things are different in one year?

PAIN POINT WORKSHEET

Have You Found Enough Pain?

Pain points are absolutely key to taking a client from 'on the fence' to being a sure fire close. The next step is then bringing emotion into play so their decision is based on that emotion versus price being the lowest common denominator.

Use the fields below to outline your assessment pain points and then state their potential emotional ties.

PAIN POINT:

WHAT EMOTIONAL TIE DOES IT HAVE?

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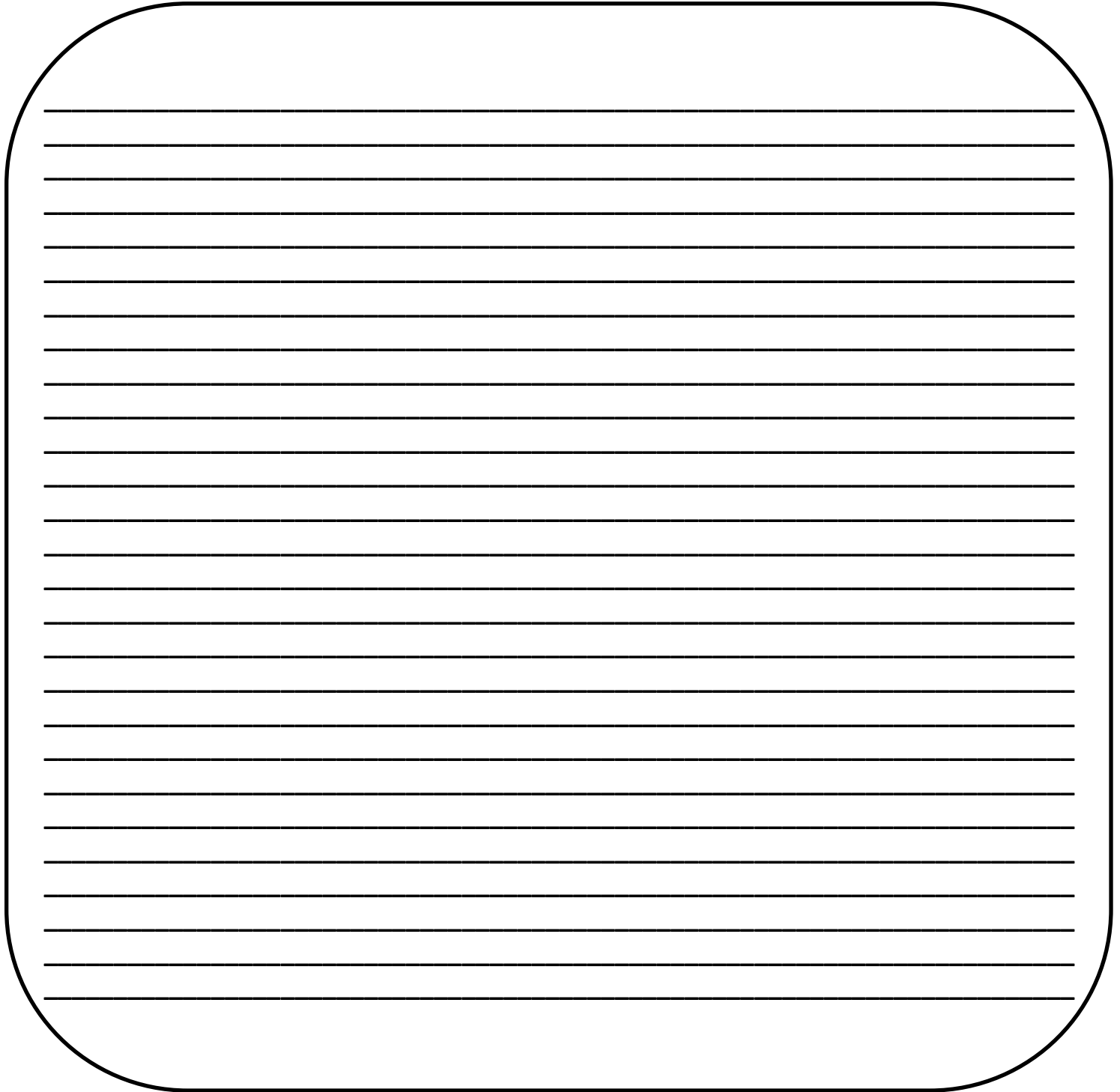
WHAT EMOTIONAL TIE DOES IT HAVE?

PAIN POINT:

WHAT EMOTIONAL TIE DOES IT HAVE?

Replicate this sheet for as many as can find. My suggestion is 8-10 pain points minimum.

NOTES and BRAINSTORMING



A large, rounded rectangular box with a black border and rounded corners. Inside the box, there are 25 horizontal lines spaced evenly, providing a space for writing notes or brainstorming ideas.

“Profit results are 30% greater for firms using a sales process than for those that are not.”

~Sales Management Association

Downloadable Templates

New Client Cyber Security Sales Slide Deck Template

=> <https://bit.ly/CW-15ways-NewClients>

Existing Client Cyber Security Sales Slide Deck Template (Initial QBR PRIOR to Risk Assessment)

=> <https://bit.ly/CW-15ways-ExistingClients-Mtg1>

Existing Client Cyber Security Sales Slide Deck Template (Post QBR Sales Presentation)

=> <https://bit.ly/CW-15ways-ExistingClients-Mtg2>

Cyber Security Denial of Service Letter Template

=> <https://bit.ly/CW-15ways-DOSLetter>

15 Ways Infographic Sales Funnel Template

=> <https://bit.ly/CW-15ways-Funnel>

15 Ways Infographic Deliverable Template

=> <https://bit.ly/CW-15ways-Infographic>

15 Ways Cold Calling & Social Media Process/Workflow

=> <https://bit.ly/CW-15ways-ColdCallProcess>

Are you ready to present?

Sales Ready Checklist...

- Have I verified all Decision Makers will be present?
- Is your catering/meal setup and ready to go?
- Is your media setup and ready to go?
- Do you have enough copies for all parties?
- Have you practiced at least 3 times?
- Are Assessment/Discovery results in a binder?
- Did you confirm the appointment the day before?

