The Multi-Million Dollar MSP Sales Process

Chris Wiser, CEO, The Wiser Agency
Chris Wiser's Inner Circle Sales Process

Lead In

Are they an ideal client?

- NO
  - Make SURE ALL decision makers are identified so they can be present for the final presentation
  - Do you want to still work with them?
  - NO
  - Refer them or politely decline
  - YES
  - Set Initial Meeting
    - This should be onsite at their location

- YES
  - Initial Meeting
    - Ask Qualifying Questions
    - Listen
    - Build Rapport
    - You should come out of this meeting with a "YES we want to still work with them' and have your Assessment/Discovery scheduled.
    - SHUT UP AND LISTEN!
      - Let your prospect tell you their issues and THEN sell to the pain you solve!

Complete Assessment/Discovery

- This meeting should include: Exec/Sales running the meeting plus an engineer to the 'work' and depending on the size of the client - possibly a sales assistant to interview staff members.
- You should come out of this meeting with the sales presentation scheduled. (I recommend 3-5 days out minimum to give you time to prepare)

Complete Sales Presentation

- This meeting should include: Presentation of Assessment/Discovery along with STRESS on EMOTION BUILDING through pain points.
- Review your offering as the SOLUTION to all of the PAIN POINTS discovered - SELL TO THE PAIN YOU SOLVE!
- Be clear and concise and DO NOT CONFUSE. The confused mind says NO every time.
- When complete ASK FOR THE SALE
- Handle objections by eliminating them.

I recommend using multiple discovery tools...

- RapidFire Tools
- Belarc Advisor
- Connectwise
- Identify
- SolarWinds
- Risk Intelligence
- eTactics

Discovery of true pain is essential to closing sales.

- You must instill emotion in your prospect if you expect them to not care about price!
- Emotional buyers make decisions quickly and without hesitation.
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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Replicate this sheet for as many as can find. My suggestion is 8-10 pain points minimum.
“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

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

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

Cyber Security Denial of Service Letter Template

15 Ways Infographic Sales Funnel Template

15 Ways Infographic Deliverable Template

15 Ways Cold Calling & Social Media Process/Workflow
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?
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