



**MSPU**  
Managed Services Professional University

## 2 Day IT Solutions and Managed Services Sales Training Workshop

MSP University provides IT business operations, sales and marketing and technical service delivery improvement education, training, fulfillment and consulting services to membership organizations, vendor channels, franchises and independent IT service organizations worldwide. We are the ultimate resource for IT service providers either preparing to transition to an annuity-based Managed Services delivery model, or who are already delivering Managed Services, and wish to increase their knowledge of Managed Services vendors, services, solutions and business, technical and sales and marketing best practices.

### **Sales Training Workshops**

MSP University delivers IT Solutions and Managed Services-specific sales training workshops focused on measuring and evaluating the IT Service Provider's sales team's current knowledge of the 7 step sales process:

- Preparation
- Warm-up
- Qualifying
- Presentation
- Overcoming Objections
- Closing
- Follow-Up

Once each sales resource's knowledge of each phase of the sales process is identified, MSP University instructors can focus attention on specific areas which need improvement to maximize the value of participation for each attendee.

### **IT Solutions and Managed Services Sales Focus**

MSP University's Sales Training Workshops help your organization create and/or improve your solution and service-specific sales techniques for all of your products and services. As your sales process should be consistent regardless of the solution or product being sold, your team will work with our instructors to understand the subtle differences in the sales approach based on each deliverable, and learn how to focus their conversations with prospects and clients to identify pain, discuss alternatives and promote solutions correctly, instead of promoting solutions, identifying pain and discussing alternatives.

### **Role Play**

The importance of role-playing each critical phase of the sales process cannot be overstated, and MSP University instructors work with attendees in teams to guide and facilitate proper techniques in the following areas:

- Warm-Up
- Qualifying
- Presentation
- Overcoming Objections
- Closing



## 2 Day Workshop Agenda

MSP University's instructors will deliver valuable sales training to attendees by sharing effective techniques for increasing sales velocity through Question Based Selling concepts delivered through our 3 Appointment Close process during the course of 2 full days.

### Agenda Day 1 – 8:00am – 3:00pm

8:00am - 8:30am – The Proper Sales Attitude

8:30am - 9:30am – Prospecting and Preparation: Step 1 of the Sales Process

#### Break

9:30am - 10:30am – The First Managed Services Visit – The Warm Up: Step 2 of the Sales Process

10:30am - 11:00am – Role Play the Warm Up

11:00am - 12:00pm – The First Managed Services Visit – Qualifying: Step 3 of the Sales Process

#### Lunch

1:00pm - 2:15pm – Role-Play Qualifying

#### Break

2:15pm – 3:00pm – The 51 Step Sales & Marketing Process from start to finish

### Agenda Day 2 – 10:00am -5:00pm

10:00am - 11:00am – The Second Managed Services Visit – Presentation: Step 4 of the Sales Process

11:00am - 12:00am – Role Play the Presentation

#### Lunch

1:00pm -1:45pm – Using the ROI Calculator to Sell on Value

1:45pm -2:45pm – The Third Managed Services Visit – Overcoming Objections, Closing and Follow Up: Steps 5-7 of the Sales Process

#### Break

3:00pm – 4:00pm Role Play Overcoming Objections and Closing

#### Break

### 4:00pm – 5:00pm – Sales Professional Showdown

The best sales professionals will square off in a head-to-head competition to determine the best of the best and win valuable prizes.

### Additional Benefits

Each attendee to this valuable 2 Day IT Solutions and Managed Services Sales Training Workshop will receive:

- A copy of MSP University's IT Solutions and Managed Services client PowerPoint presentation
- A copy of MSP University's Managed Services Pricing and ROI Calculator
- An electronic copy of MSP University's "The Best I.T. Sales and Marketing BOOK EVER!"
- An electronic copy of MSP University's "The Best I.T. Audio Sales Training COURSE EVER!"