

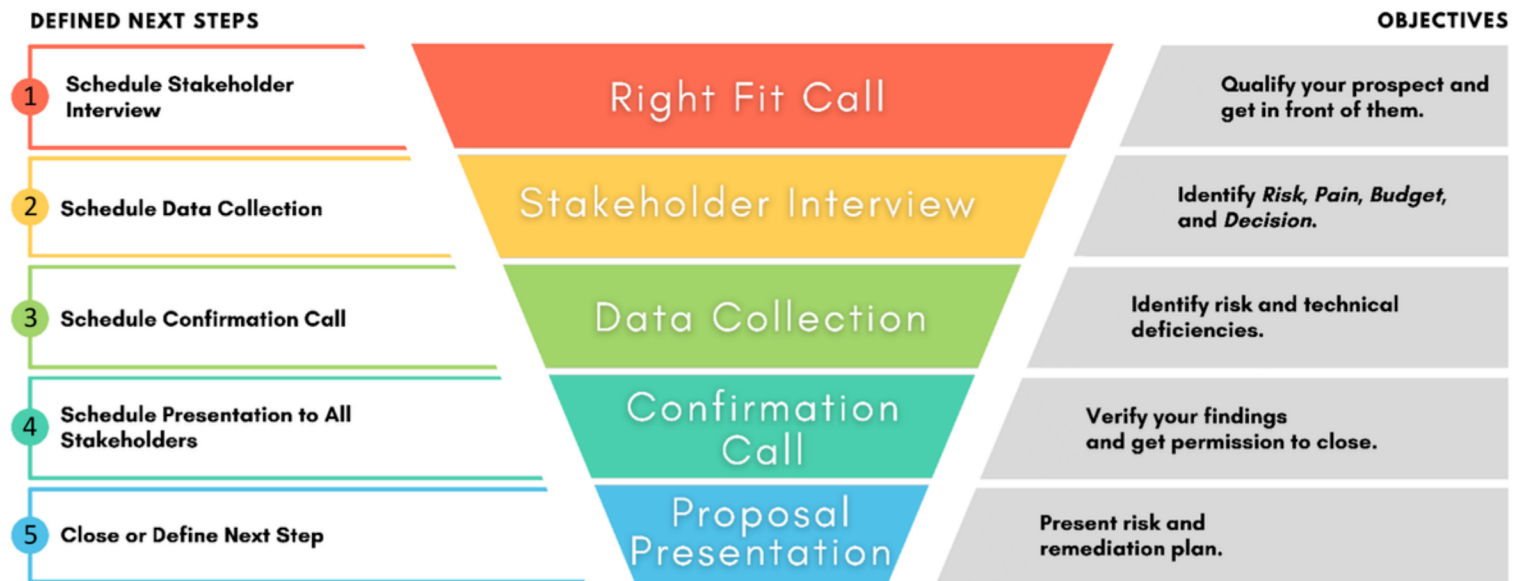
# MSP Sales Process Builder



Presented by **Alex J. Farling**



# 5-STEP MSP SALES PROCESS



Definitions:

**Defined Next Steps:** Before moving to the next step, certain events occur or data points must be collected. Document those steps so that everyone on your team knows the value of completing the step. Use these to discourage Sales People from skipping steps.

**Objectives:** What is the purpose of this step? What are we doing during this step? How do we know we know if the step was a success or a failure? Describe that in your objectives.

# 5-STEP MSP SALES PROCESS

**DEFINED NEXT STEPS**

**1** Schedule Stakeholder Interview

Right Fit Call

**OBJECTIVES**

Qualify your prospect and get in front of them.

**Notes:**



# 5-STEP MSP SALES PROCESS

**DEFINED NEXT STEPS**

- 1 Schedule Stakeholder Interview
- 2 Schedule Data Collection

Right Fit Call

Stakeholder Interview

**OBJECTIVES**

Qualify your prospect and get in front of them.

Identify *Risk, Pain, Budget, and Decision.*

**Notes:**

# 5-STEP MSP SALES PROCESS

## DEFINED NEXT STEPS

- 1 Schedule Stakeholder Interview
- 2 Schedule Data Collection
- 3 Schedule Confirmation Call

Right Fit Call

Stakeholder Interview

Data Collection

## OBJECTIVES

Qualify your prospect and get in front of them.

Identify *Risk, Pain, Budget, and Decision.*

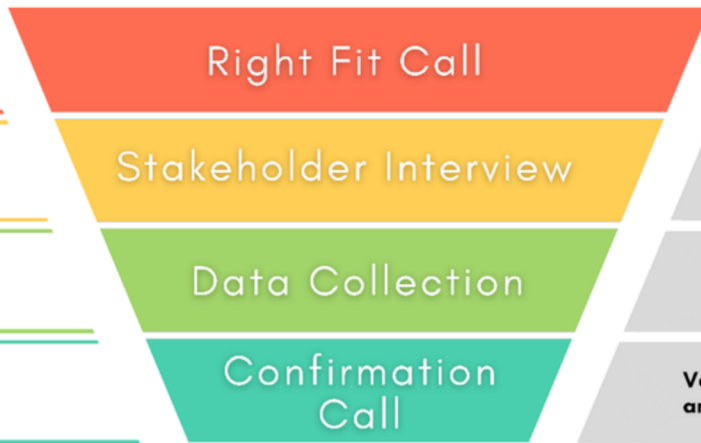
Identify risk and technical deficiencies.

## Notes:

# 5-STEP MSP SALES PROCESS

## DEFINED NEXT STEPS

- 1 Schedule Stakeholder Interview
- 2 Schedule Data Collection
- 3 Schedule Confirmation Call
- 4 Schedule Presentation to All Stakeholders



## OBJECTIVES

Qualify your prospect and get in front of them.

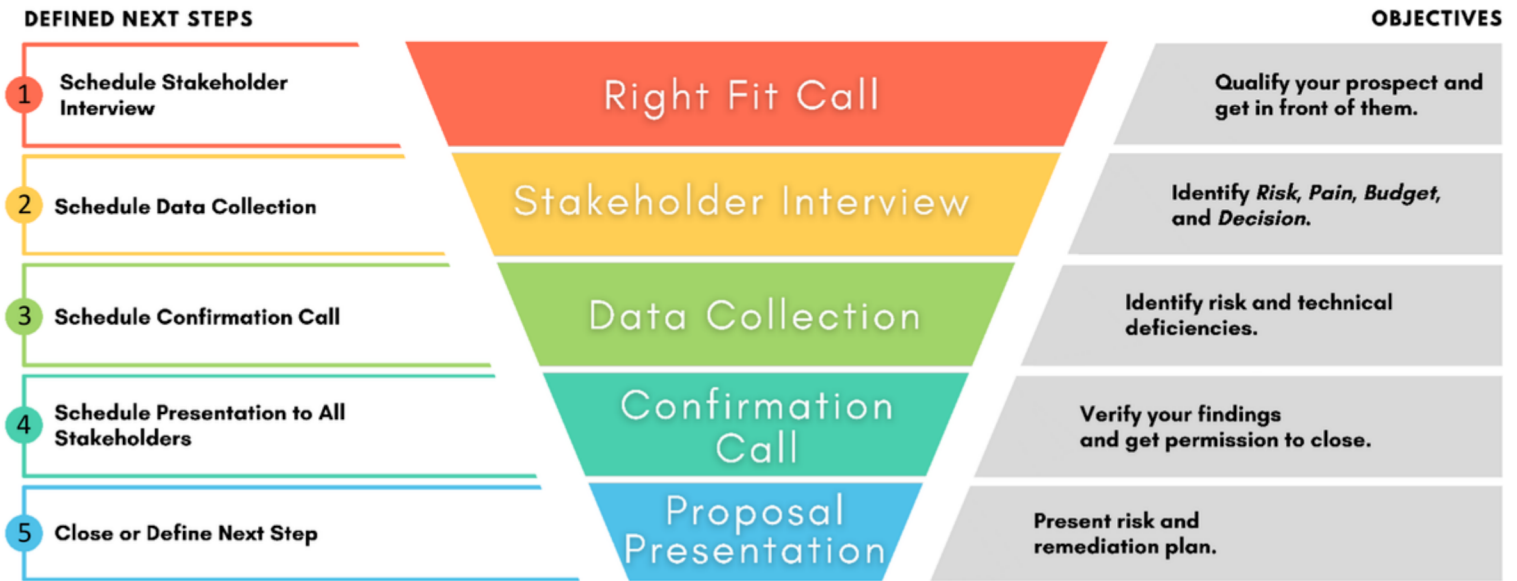
Identify *Risk, Pain, Budget, and Decision.*

Identify risk and technical deficiencies.

Verify your findings and get permission to close.

## Notes:

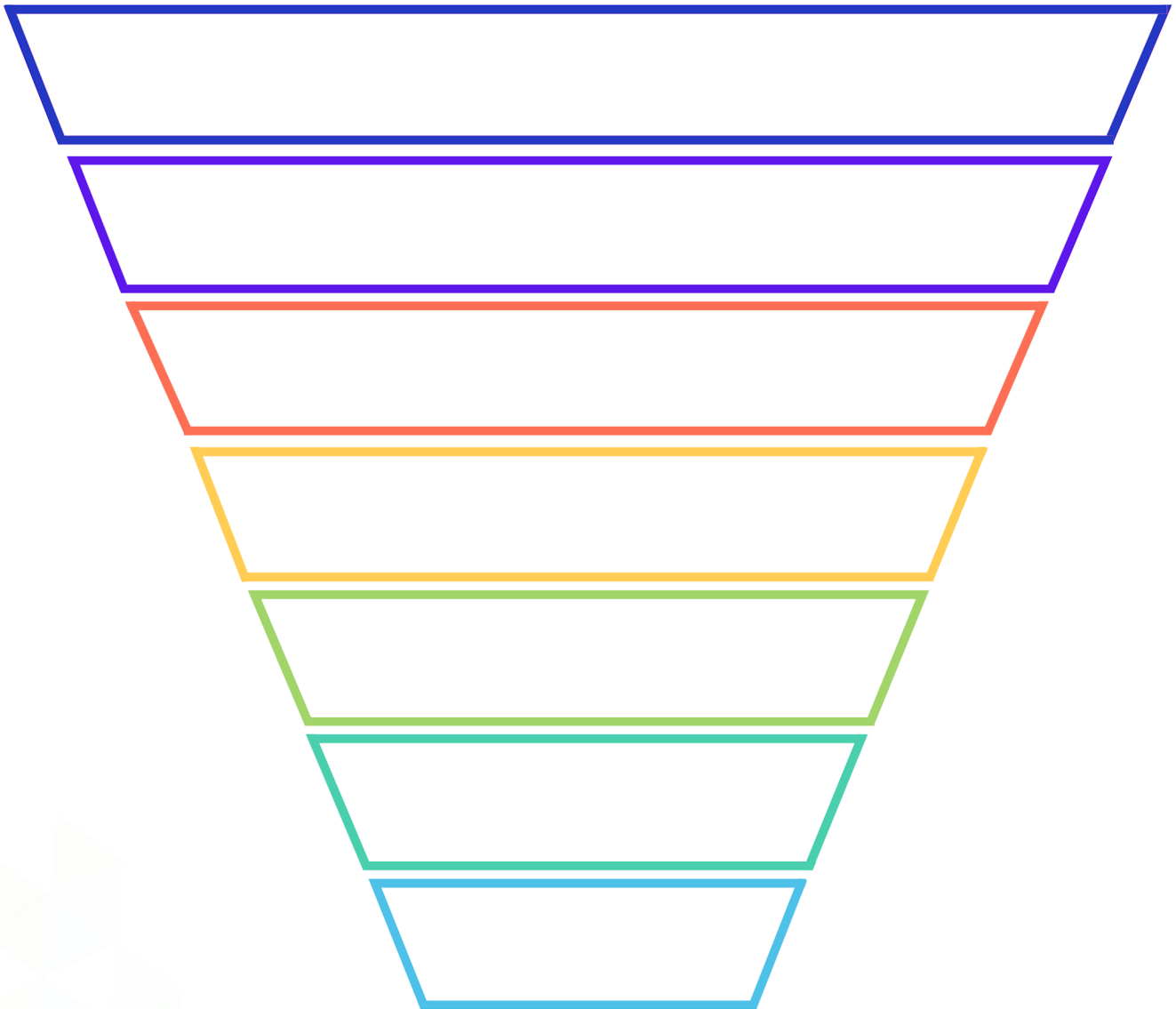
# 5-STEP MSP SALES PROCESS



## Notes:

# BUILD YOUR OWN MSP SALES PROCESS

*Outline your Touch Points.*

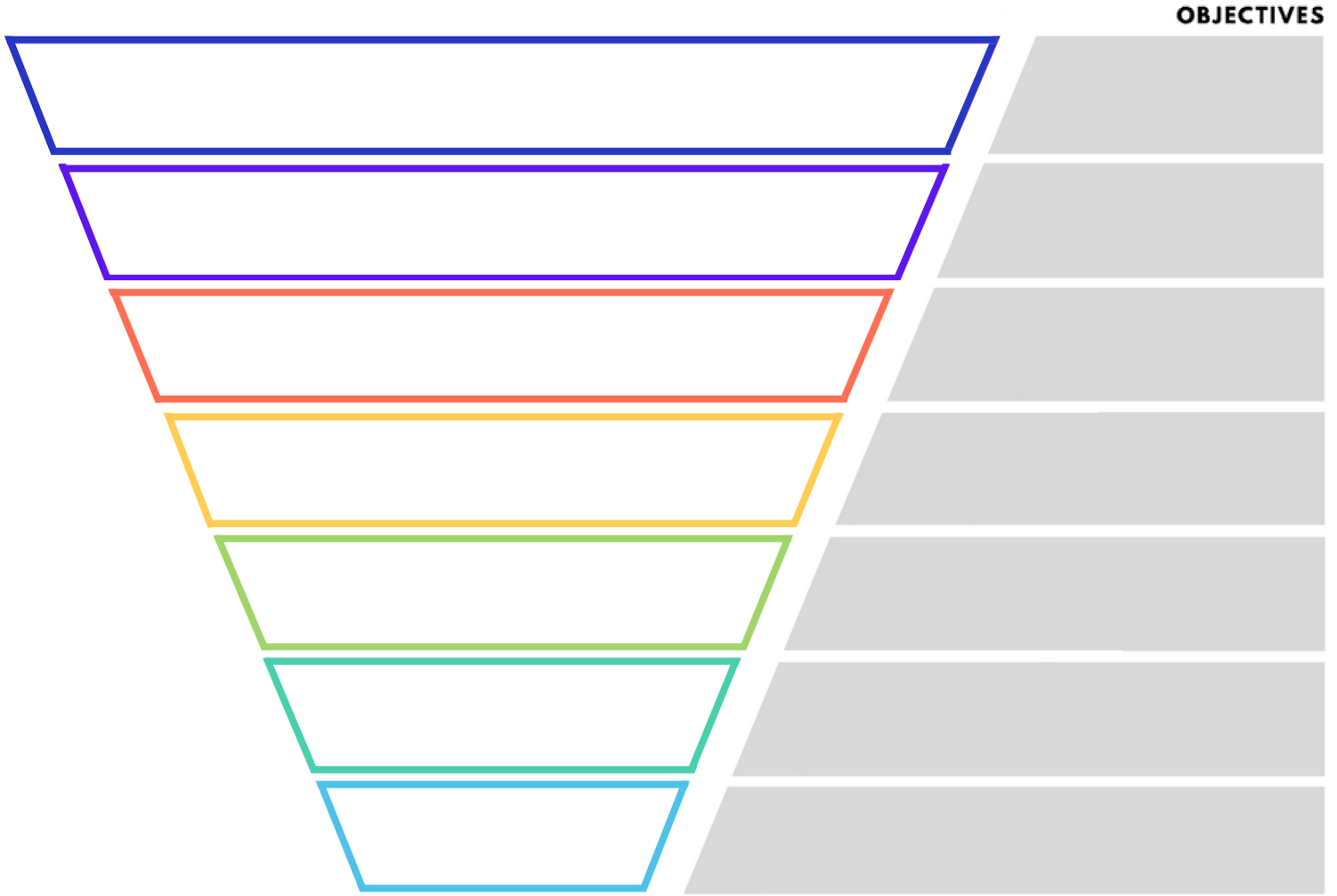


**Notes:**



# OBJECTIVES OF EACH STEP

*Identify objectives for each meeting.*



**Notes:**



# DEFINED NEXT STEPS

*What do you need to know before moving from your current stage to the next?*

## DEFINED NEXT STEPS

A funnel-shaped diagram with eight horizontal sections. Each section is outlined in a different color and has a corresponding colored line extending to the left, ending in a solid circle. The colors from top to bottom are blue, purple, red, orange, yellow, green, teal, and light blue.

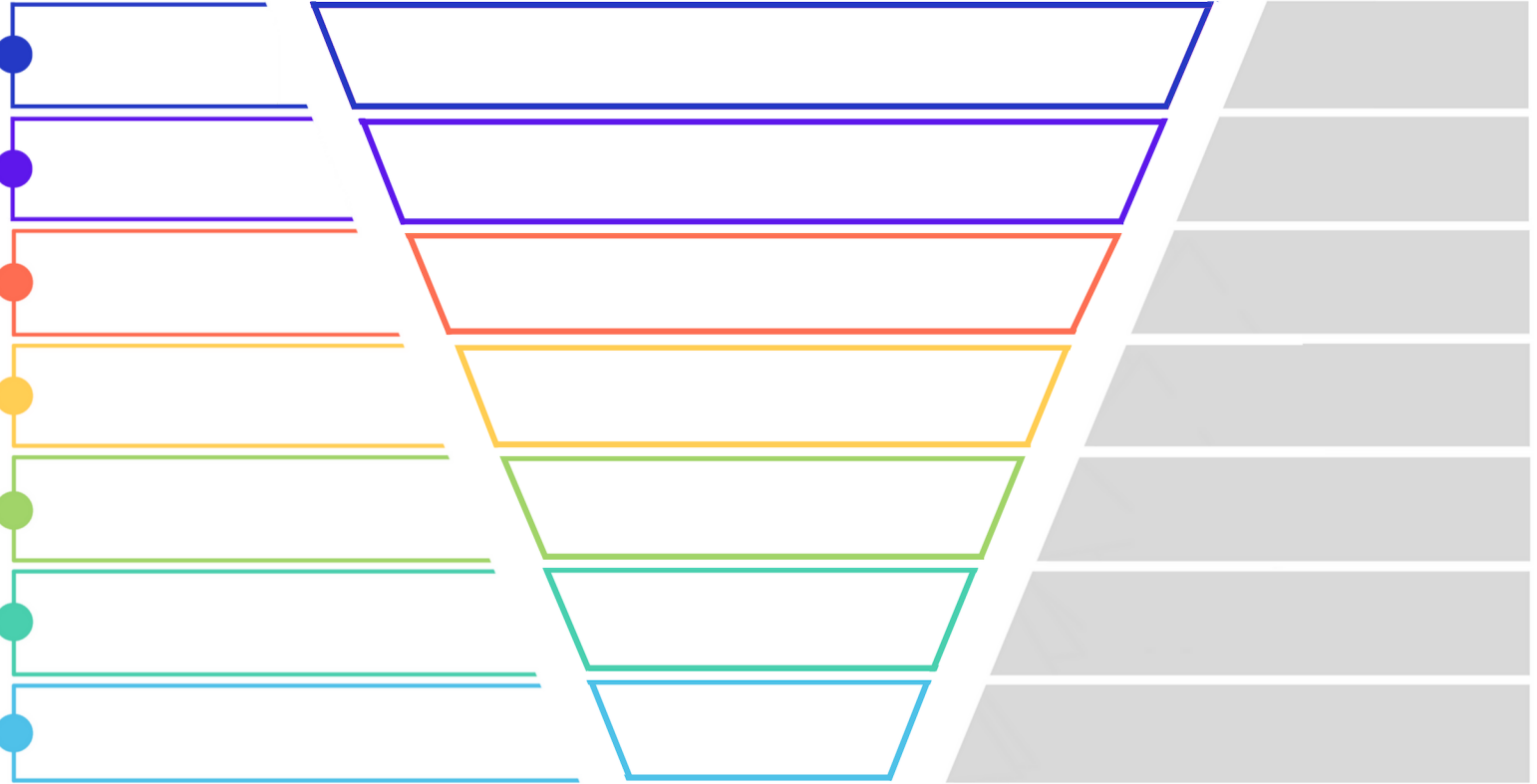
**Notes:**



# BUILD YOUR OWN MSP SALES PROCESS

DEFINED NEXT STEPS

OBJECTIVES



**Notes:**

