



Robert Peretson's  
**C Successful  
Computer C Consulting**



**The Complete  
5-Step Plan  
To Getting The  
Clients You Need  
In Just 30 Days!**

By Robert Peretson

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## About the author

Robert began his career as a Network Administrator for a mid-size New York accounting firm in 1991. Soon after acquiring his first IT industry certifications, Robert's entrepreneurial spirit kicked in and he left his full-time job to start Perry Consulting, where he continued to support his former employer as well as several other companies as their outsourced IT Department.

Perry Consulting continues to thrive today as a successful Managed Service Provider to hundreds of New York City's most prestigious and progressive small businesses.

In early 2010, Robert began [www.SuccessfulComputerConsulting.com](http://www.SuccessfulComputerConsulting.com), a web portal designed to help his fellow IT Support Providers and MSPs to develop sound business practices and implement proven, effective marketing strategies that will ensure fast growth and maximum profitability.

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## **Synopsis**

You want your managed service business to grow... you need more clients. So... go get them.

**Easier said than done, right?**

**Actually, it isn't very difficult at all. There are thousands... hundreds of thousands of very successful businesses out there who don't have much trouble at all bringing in new business.**

**And it's not because they have tons of money to spend on advertising... or a massive sales department... or are holding onto some closely guarded magical secret to making sales that no one else knows.**

**They simply understand which marketing devices are effective, how to use them properly and they follow a reliable marketing plan.**

**Follow a reliable marketing plan yourself and you too can have the same, great success in bringing in new clients.**

**This document will give you one such plan. Let's get to work.**

## Contents

<b>Introduction</b> .....	6
<b>1.0 Step 1. Target the Right Potential Customer</b> .....	9
<b>1.1</b> Access the FREE ReferenceUSA Database.....	9
<b>1.2</b> Purchase a List .....	10
<b>1.3</b> Build a List Yourself .....	11
<b>2.0 Step 2. Mail a Killer Sales Letter</b> .....	12
<b>2.1</b> Write the Sales Letter Yourself.....	14
<b>2.2</b> Hire a Copywriter to Write a Custom Letter For You. ....	16
<b>2.3</b> Purchase a Pre-Written Sales Letter.....	18
<b>3.0 Step 3. The Follow Up!</b> .....	19
<b>3.1</b> Option 1: Send More Letters .....	20
<b>3.2</b> Option 2: A Simple, Follow-Up Phone Call.....	21
<b>4.0 Step 4. Conduct a Perfect Meeting</b> .....	29
<b>4.1</b> Prepare by Understanding Basic Salesmanship .....	29
<b>4.2</b> Provide an Effective Demonstration. ....	31
<b>4.3</b> Handling Common Questions and Objections.....	32
<b>5.0 Step 5. COMMUNICATE and Seal the Deal!</b> .....	39

## Introduction

If you want more clients for your managed service business, you need a plan.

You don't need a lot of money (having *some* money can help speed things up, but you certainly shouldn't be spending a lot of money if you're doing things right).

You don't need to become a smooth-talking, silver-tongued, ultra-persuasive sales master (in fact, just being yourself and using the right marketing, you'll be able to outsell the "sales master" any day of the week).

You don't need to "*Discover the Magical Secret to Landing More Clients in an Afternoon than the Other Guys Land All Year!*" (hint: There are no secrets! There's simply choosing marketing that works and using it in the same way it's been proven to work for decades).

All you need to do is choose ONE effective form of marketing for your managed service business, put together a plan for using that marketing and follow through with the plan until you achieve your goal.

This document will give you what you need to achieve that goal.

This document will provide you with one very effective form of marketing. It will lay out in step-by-step fashion the exact plan you should follow to make this form of marketing work very effectively. And if you follow the plan given to you in the following pages, you will achieve your goal of bringing in new clients to your managed service business – faster, easier and for less money than with any other form of marketing you can try.

The form of marketing we will be discussing is putting together a Direct Mail campaign. (Did I just detect a hint of disappointment? You were hoping for something more "magical and secret?")

Actually, the results you will experience when properly using Direct Mail as your marketing campaign can be quite magical indeed.

Here's why...

## **Direct Mail Will Find You Highly Targeted, Ready-to-Buy Customers.**

Use your Sales Letter properly and it will automatically weed out the clients who aren't the right fit for your business and will deliver to you only potential customers who have a need, a budget and a desire to use your services. Your entire sales process becomes much easier because you'll only be talking with business owners who understand your service and are ready to buy... before you even meet them for the first time.

## **Direct Mail Does the Selling For You.**

With other methods of sales and marketing, such as cold calling, networking or even with referrals, you have to convince your prospect that your service is what they want or need... generally through a practiced sales pitch or script. With Direct Mail, your sales pitch is delivered absolutely perfectly, every time. It hits all the right hot buttons at all the right times, it focuses on benefits, it generates interest and desire in your prospect, it makes a powerful offer that's difficult to resist. Your Direct Mail Sales Letter is like having a professional salesman or saleswoman out there delivering your message flawlessly to countless potential new clients.

## **Direct Mail is Pressure-Free – for You AND Your Customer.**

When you deliver your sales message personally with a cold prospect, there's a natural resistance. No matter how "no-pressure" you try to be, the fact remains that you have a service to sell, and your prospect has a natural defense to not be sold to. This can be a difficult initial barrier to overcome. With Direct Mail however, your prospect is in complete control. They can stop the process whenever they like, simply by tossing your letter in the trash (which they won't if they're the right target customer). Because they're in complete control of the situation, they will feel no pressure and will read your message with defenses turned off and mind open.

## **Direct Mail is Massively Efficient.**

With most forms of sales and marketing, you are approaching prospective clients one at a time. Every phone call, every door you knock on, every networking meeting, every referral is a single opportunity to deliver your message to a single individual and hopefully make a sale. With Direct Mail, you have the opportunity to deliver your message flawlessly to hundreds or even thousands of prospective new clients simultaneously. As often as you like!

If done properly, a Direct Mail campaign can be the most cost-effective, efficient, easiest method for finding new clients you'll ever use.

But if you do it wrong, it will be a complete waste of your time and money.

Here's how to do it right, in 5 simple steps...

## Step 1. Target the Right Potential Customer

If I got a letter in the mail with an irresistible offer where I could instantly download as many games to my Xbox as I like – even new releases – for a low, monthly fee... consider me sold! I'm the perfect target customer for what would surely be a very effective Direct Mail campaign.

If my wife got that letter on the other hand, she would make sure to shred it before I have any opportunity to know this lovely offer even exists.

My wife would be a terrible person to target for this offer. And the sender of this offer should do everything they can to make sure it finds its way specifically and only to me.

You know the types of clients you want to or are capable of servicing. If you operate independently or are a very small firm, it's probably not very realistic or wise to target businesses with 500+ users for your service.

Perhaps you specialize in higher end security and routing technologies and are priced well outside the budget of the average 5-employee firm.

Maybe you have a specialization in a specific vertical, such as accounting, law, architecture or fashion design. And your services are catered directly to that industry.

Whatever your individual situation and ideal client size or type for your service, those are the types of clients that you want reading your sales letter.

How do you make sure that these specific companies... and ONLY these specific companies are reading your message?

You acquire an accurate list. You've got a couple of options here.

**1.1 Access the FREE ReferenceUSA database at your local library.** – If you're located in the USA, you can simply head over to your local library and access the ReferenceUSA database. This database contains the same data as the InfoUSA.com database, which contains complete information on about 14 million US businesses, and about 1.8 million UK based businesses.

You simply enter your search criteria, such as the type of industry, the SIC Code, number of employees, geographic location (city, area code, neighborhood, etc.)

The database will then return a full, up-to-date listing of all businesses that meet your selected criteria, including:

- **Company name, address and phone number**
- **Executive's name and title**
- **Number of PC's**
- **Number of years listed in the database**
- **Annual sales volume**
- **Credit rating and score**
- **And more...**

Did I mention this info is FREE at your local public library? This very same data would cost you in the neighborhood of \$400 per 1000 records if you purchased it online. Very valuable information to have easy access to.

If you're not located in the USA, I don't know if you have a similar, free option available to you in your country. If this is the case, or if you don't have access to a public library, you can investigate option two, which is...

**1.2 Purchase a list** - There are plenty of lead generation services and list providers to choose from.

The same ReferenceUSA data that you can get from the library for free is available for purchase from InfoUSA.com. You'll have several different pricing options available to you depending on how detailed you want your listings to be. The most important piece of information we need is the company phone number, which unfortunately puts us at the most expensive purchase option at around \$400 per 1000 contacts.

Another option from another industry leader is SalesGenie.com. The price is about \$100 per month, but you need to purchase an annual contract for this price (\$1200 up front). You can also get month-to-month pricing, but you'll need to speak with a sales rep to get a quote (if you're interested in going this route, let me know and I'll put you in touch with my rep.) The lists from SalesGenie are usually quite reliable,

with approximately 15 out of 100 addresses being undeliverable (not bad, considering how many businesses have been closing their doors lately). The data is easily exported into an easily sort-able format.

SalesGenie offers a 3-Day Trial, where you can download up to I believe 1000 contacts. I highly recommend you take them up on this offer (if it's still currently active) and export as many names as possible into your local database. Unfortunately, it's not ALL that easy with the free trial though. While you can export the company info and address, you can't export the phone number or zip code (both necessary for our purposes). So you need to manually "mouse-over" this contact info to manually copy and paste the info into your local database. SLOW process.

Another reputable list provider is GoLeads.com. No free trial that I know of. It's \$250 for the 1st month and then \$150 for each month thereafter last I checked.

Another service which is entirely free is Manta.com. The good news, the lists are highly targeted and did I mention... FREE? The bad news... You can't export the data. Just copy and paste.

**1.3 Build a list yourself** – If you don't want to pay for leads, you can always collect them on your own and build your list yourself. Of course, this can be a very slow process.

You want to make sure that your contacts are as targeted as possible. You're going to want to have a general idea of the company size you're targeting, as well as the name of the potential decision maker. This isn't info that's easy to obtain by looking in the phone book.

The best place to try and collect this info for free is simply by doing an Internet search.

First, select your ideal vertical – let's say accountants for example – and then do a search for accountants in your area, either by city, neighborhood or zip code (In my case, I'd do a search for "accounting firms 10010").

You might be able to compile a respectable list of many local potential customers in just an hour or two. Once you do, you have a great opportunity to further personalize your Direct Mail piece with a highly customized, but brief note inserted with your sales letter, referring to something specific you've read on their website.

Inserting a short message on a post-it or small index card that shows you've taken the time to review their website and that your message is personalized and directed specifically at them, you will have a massively increased chance that your letter will be read and acted upon.

But, while a personalized note will increase the chance your letter will be read, the letter itself must be properly written if you expect it to generate results.

Let's talk about the kind of Direct Mail Sales Letter that gets results.

## **Step 2. Mail a Killer Sales Letter**

This can be the most difficult part of the entire process... or the easiest.

Writing an effective Sales Letter... one that gets guaranteed results... requires skill. Skill that is acquired through practice, training and experience.

I don't have this skill. At least not at the level where I write my own Sales Letters. And certainly not at the level where I think I'm qualified to try teach you how to write your own.

I do have the basic knowledge to be able to recognize what a quality Sales Letter looks like and what one needs to contain to be effective.

So I'm going to tell you the very basics of what any good Sales Letter must contain, and then I'll share with you some very valuable, and very affordable (or free) resources that will help you to understand what a good Sales Letter looks like, how it works and why.

Ask any professional copywriter how a properly written Sales Letter is structured and I can guarantee you that you'll be told that it should follow in some way the following formula:

### **A . I . D . A .**

#### **A – Attention**

Get their Attention - this is generally done in the headline of your letter and continues into the first paragraph. Then the first paragraph has one job only... to make them read

the next paragraph. And that paragraph's job is to make them read the next. And so on, as you continue to grab and build their...

## **I – Interest**

Is what you're saying of interest to your reader? For this to happen, you need to focus on benefits. Your target will be asking one question while they read. WIIFM? (What's In It For Me?). Telling them how fast and responsive you are, how many certifications you hold, how affordable your rates are... aren't benefits. They're features.

Showing your target how you can protect or even save their business, how you can improve their productivity, how you can put more money in their pockets... those are benefits. Focus on benefits and your target will be reading with eyes wide open.

Also, the better your reader is properly targeted for your message, the more interested they will be. Make sure to send your letter to a good list of prospects.

## **D – Desire**

Focus strongly enough on the benefits you can provide and help uncover some pain or concerns they need addressing and it won't be difficult to build enough desire where your potential client would really like to use your service. But even if they really want it, you still have to give them a strong enough reason to take...

## **A – Action**

If your letter has done its job right, and your reader is properly targeted, he or she should be ready to give you a shot. But even if you've said everything perfectly up to this point, unless you give them a specific reason why they need to take ACTION right now, they won't. They'll put the letter aside in the "I'll give this another look later" pile.

The best way to help your client towards taking action is to make them an offer they can't refuse. The offer that always works best for me is a free, no-obligation trial to my services, where I'll be able to identify for them for up to a month exactly how healthy their network really is... or isn't.

Tack on a date where your offer expires, and a target customer who is in need of your service will have every reason to take you up on your offer promptly.

So, now that you're thoroughly versed in what a quality sales letter needs to contain (I hope you can detect a bit of sarcasm there. There's of course a lot more to it than A.I.D.A.), where do we go to get a Killer Sales Letter?

## 2.1 Write the Sales Letter Yourself

As I said earlier, writing a quality Sales Letter takes skill. This skill, like any other, is one you can learn by accessing the right training.

If you dedicate your time to learning this skill, it can be tremendously helpful to you in building your business, now and throughout your future. But even if you have no interest in learning to write your own marketing, it is still an excellent idea to learn the basics, so you'll be able to identify and understand what quality marketing looks like when you hire someone else to develop it for you.

The first step I'd recommend if you decide to learn to write your own Sales Letters is reading a few good books on the subject. Fortunately, some of the best ones are very affordable, or even FREE.

- 1. Scientific Advertising by Claude Hopkins** – Available for free from <http://scientificadvertising.com/> - David Ogilvy, co-founder of advertising giant Ogilvy & Mather says of this book, "*Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life*"
- 2. The Robert Collier Letter Book by Robert Collier** – Available for around \$17 - Originally published back in 1937, this book is still considered by most to be the foundation for modern print advertising. The book was out of print for some time and was nearly impossible to obtain. But it has recently been reprinted in its original form and is now widely available. Grab it while you can.
- 3. Ca\$hvertising by Drew Eric Whitman** – Available for about \$11 – If you're looking for something written a bit more currently than the above two classics, this book is an excellent and fast read covering all of the foundation principals, but updated for our modern advertising world. This is a very easy to follow introduction into developing marketing that works.

There are also some incredibly valuable resources available to you on the web, completely free.

## **The Gary Halbert Letter** - <http://www.thegaryhalbertletter.com/>

Gary Halbert was one of the most successful copywriters and marketers of our time, or any time for that matter. When he was alive (he passed away just shy of his 69<sup>th</sup> birthday in 2007), he shared his wealth of knowledge through a monthly newsletter, which subscribers were all too happy to pay over \$2800 for a lifetime subscription to. Then, at some point he decided to make every copy of his published newsletter available for free at the above listed website. It's some of the most valuable and fun to read information on marketing you'll ever read, and it won't cost you a dime to start reading right now.

## **Bencivenga Bullets** - <http://www.marketingbullets.com/>

Gary Bencivenga enjoyed an immensely illustrious career as the top Copy Chief at several of the most powerful advertising giants worldwide, as well as running his own massively successful advertising firms. The outspoken Gary Halbert himself had this to say. *"Many people think Gary Bencivenga is the best copywriter on earth. And, believe it or not, it's hard for even me to dispute that."*

Gary Bencivenga has taken his wealth of knowledge earned through literally tens of millions of dollars of scientific advertising tests for many of the largest, most successful direct marketers in America... and he's put them together in a series of email "Marketing Bullets" - short, fast, powerful messages to teach you the foundations - and advanced techniques - for creating effective marketing. Signup on his site is completely free.

## **Want to go beyond the basics and get in deep with your copywriting education?**

There are some very highly regarded copywriting courses available for purchase that will cover the process from A-to-Z. They ain't cheap, and it's not the way to go if you're looking for a fast jump-start into successful copywriting, but if you have the time to learn, there's no more comprehensive way to learn the trade, short of hiring your own professional copywriting mentor.

Two courses that I can easily recommend are:

1. **John Carlton's Simple Writing System -**  
<http://www.simplewritingsystem.com/>.
2. I was about to recommend - **Clayton Makepeace's Quick Start Copywriting System**, which if you ask any pro copywriter for a course recommendation, this would be at the top of a very short list. But as I just discovered upon when I went to verify the link, Clayton Makepeace closed his online store and is only offering his products via email and the occasional special promotion now (you can read about his decision on his blog at <http://www.makepeacetotalpackage.com/>). Bummer.

If you're interested in picking up some of the most intensive and thorough copywriting training ever written, I suggest you first try contacting Clayton directly via email ([care@makepeacetotalpackage.com](mailto:care@makepeacetotalpackage.com)) and if not, you might want to give ebay a shot before the product becomes impossible to find and very expensive.

## 2.2 Hire a Copywriter to Write a Custom Sales Letter For You

If a business owner wants a network installed, they can install it themselves, if they know how... or they can hire someone who does it for a living.

If they don't have the basic skill set for installing a network though, then it would obviously be faster, more cost-effective and ultimately they'll have a much better performing network if they hire a professional rather than rushing through some self-taught instruction.

Why would writing marketing be any different? If you don't know how, but want to get started quickly, outsourcing this task to a professional will give you a product that gets massively stronger results in a much shorter time period than if you tried to do it yourself.

And just like when installing a network, the business owner needing the work done should be prepared to pay a fair rate for a qualified, experienced consultant. If they try to get away with simply hiring the lowest bidder, there's a chance they'll get a

working network. There's also a very strong chance that they'll have to eventually bring in a "real consultant" to clean up the mess that the last guy created.

If you hire someone from e-lance who's willing to write you a Sales Letter for \$100, odds are, you'll be getting just that... a \$100 Sales Letter. I have no idea what kind of results or return that would translate to.

A professional copywriter most often generates his or her income not primarily through the writing fee to the client (although it can generally be pretty steep), but through a portion of the royalties that their writing generates. If a copywriter is commanding the big bucks, and has been in business for any decent length of time, then you can be fairly confident that their work generates some really, really big bucks.

Finding a talented copywriter is easy when you hang out where they do. Join an active copywriting forum (I spend a lot of time at [www.WarriorForum.com](http://www.WarriorForum.com)) and you'll quickly get a feel for who's reputable and knows the businesses well, simply by reading the more active threads.

Another great way to find a truly solid copywriter is to get a referral from someone who knows the community well. If you'd like the names of some of the best talent available for hire today, feel free to email me anytime at [robert@successfulcomputerconsulting.com](mailto:robert@successfulcomputerconsulting.com).

Hiring a professional copywriter can be pricey, but if you want to use marketing that has the greatest shot possible at returning your investment and then so much more, a professional copywriter is the person that can make this happen.

Keep in mind though... as with just about any service profession, the most talented providers generally have the busiest schedules. You might have to wait several weeks, if not longer, before your chosen copywriter can get started on your project. And then, it will probably take several more weeks before you'll have a finished letter ready for testing.

Going with a professional will most certainly get you a usable product much faster than if you did it yourself, but it doesn't mean that going with a pro is a fast process.

If only there were a way to get a professionally written sales letter instantly and affordably...

## **2.3 Purchase a Pre-Written Sales Letter**

Wouldn't it be great to have a Sales Letter, written by a professional copywriter, that's already been written specifically for selling Managed Services, that's been tried, tested, and proven to work, and that can be easily customized to speak directly to your exact target customer?

That would be just about as easy as it gets, wouldn't it?

Lucky for you, that option is available. There are several websites out there now (including one by the author of this document) that cater to the marketing needs of the small and mid-sized IT Support Firms and Managed Service Providers.

The marketing kits offered by these websites typically contain marketing materials including Sales Letters that are designed to be massively effective at selling IT Services.

If you're purchasing from a reputable marketing website, then you can be confident that the letter you're purchasing was written by a professional copywriter who knows the trade, knows the IT industry and writes very effective marketing. It would have to be effective, wouldn't it? Otherwise, the refund rate would be enormous and the website's reputation would instantly be destroyed as word got out that they're peddling useless junk.

Purchase a marketing kit from a reputable provider and you will instantly have the very materials you need to start bringing in the clients you want. And at fraction for what a professional copywriter would charge to write one for you personally.

If you want the fastest, most affordable, most effective way to start mailing letters that work TODAY, then there's no better option than purchasing a pre-written letter that's guaranteed to get results.

### **Step 3. The Follow-Up!**

Now that you've got this amazing Sales Letter that's been so perfectly crafted and is ready to be sent to your perfectly targeted prospect, all you have to do is drop the envelope in the mail and wait... right?

Well, even if the letter was written by Gary Halbert himself, odds are, you'll be waiting an awfully long time for the phone to ring.

Why?

Think about what we're selling here. It's not a set of \$20 steak knives. It's not an impulse item. The service we're selling holds a great deal of importance to the business owner who hires us.

We will be responsible for the lifeblood of his or her entire business. If the systems we're caring for fail, there's a very good chance the business will fail along with it.

Hiring a Managed Service Provider is entering into a real relationship. We're not like the ISP or phone vendor or copier repair provider. Our communication with our clients is frequent and detailed. We work closely with management and all personnel. We are expected to know their business practices as well as their current and future technology needs.

Entering into a relationship with a new IT Support Provider is a significant decision... and not one that's generally made after reading a single Sales Letter, no matter how well written it might be.

What your Sales Letter will do is simply open the door with your strongest potential customers. It introduces you and it makes a strong case for why you should be considered for the position as their new Managed Service Provider.

The ball is still in your court to push a bit further and prompt your potential new client to finally take action.

You make this happen with some simple follow-up. You have two options here.

## 3.1 Follow-Up Option 1: Send More Letters

You don't have to write (or have written for you) several more completely new and unique Sales Letters.

You simply need to make a few modifications to your original Sales Letter where you basically eliminate a good deal of the copy, leaving your strongest benefits and reinforcing the offer you're making.

If you're doing a Follow-Up Letter Campaign, plan on sending a two or three additional letters after the first, each sent approximately a week apart. Each builds a bit on the last, until in your final letter, you might offer a bonus or extra incentive for accepting your offer prior to your set deadline.

The upside to sending follow-up letters is that there's absolutely no pressure or even much effort for the consultant sending them. There's no personal contact made with any prospective clients other than with those that contact you because they have an interest in your service. The letters did all the selling and now your only job is to answer questions and seal the deal.

The downside to sending follow-up letters is that it's very inefficient and unnecessarily costly.

Regardless of how careful you are to send letters to only to properly targeted prospects, a large portion of the recipients will still have zero need or desire to use your services. They might have an internal IT staff and have no desire to outsource. Or they love their current provider and have no interest in switching. Or they just don't have the budget. Whatever the reason, they have no interest in your offer.

And they won't have any interest when you send your second letter, or your third, or your 37<sup>th</sup> letter for that matter. Every letter you send to this prospect is a waste of time, paper, ink and postage.

Without any feedback or personal contact with this potential client, you'll never know if there is any current or future potential for a relationship with them.

That's why I much prefer to know right off the bat after they've read my letter if there's any potential for us doing business together either now or at some point

down the line. The only way to know this is to ask them. And the easiest and fastest way to do so is with a simple follow-up phone call.

## 3.2 Follow-Up Option 2: A Simple, Follow-Up Phone Call

Now, I know very well that most people... especially techies... have anxiety about making cold-calls.

You're going to get over this very quickly, because as you'll soon realize, there is absolutely NOTHING to be scared of!

I have built my own personal computer consulting business largely on making flat-out ice-cold cold-calls (the calls you will be making are much warmer, as we'll soon see why.)

Cold-calling for us is simply the act of calling a fellow, local business owner, introducing yourself and letting them know you have a service that they might very well be interested in. There is absolutely nothing difficult or scary about this.

You'll find most of the people you call will be rather pleasant... especially because you've already warmed them up to an extent with your letter.

Will you run into the occasional rude jerk? Sure you will. To which you simply say... "Have a nice day. Bye-bye."

Move on. Do you want a rude jerk as a client? Of course not. So just cross him off your list and move on. Next.

Will it bug you? Will it make you feel lousy for a little while? Maybe. Should it?

This guy doesn't know you. He (or she) hasn't the slightest clue who you are. So why on earth should you take anything this ass has to say personally? It's not personal. It can't be since this person doesn't know you personally. This is just one human being that doesn't have a clue as to how to communicate in a pleasant way with another human being. And as a result, he lost out on an opportunity to have a

valuable, cost-effective and beneficial service brought to his business. His loss. Move on.

Fear not. There are a lot fewer jerks out there than you might think there are.

Now, a busy business owner does not generally appreciate being interrupted by a smooth talking pitchman that has a slick, manipulative script laid out and pitched to perfection.

You've gotten this call yourself at some point, I'm sure. The pitchman starts the conversation like he's your best friend, throwing you off your guard, making you wonder if you actually know this person. Then he starts with the questions, where the only answer you can give is "yes..." and he responds with "of course you do!" And since he's not letting you get a word in, your only choice is to sit there waiting for your opportunity to finally say, "no thanks." or just hang up on him (but of course you don't because you're not a rude jerk).

Busy business owners do NOT want to receive this call or talk to this guy. You are NOT this guy.

You will not be talking until you're blue in the face, manipulating the conversation and trying to twist his arm into a sale.

You are a fellow small business owner and you have something in common with this person. You will have a short, simple, pleasant conversation with this person.

## Here are the components of your pitch:

- **Introduction:** Your letter already did much of this job for you! Now you are calling to confirm if there is any interest...or not. There is nothing forceful about this and it takes no more than 30 seconds.
- **Your actual Pitch:** You only go into this if interest has been established, so there is nothing to be afraid of. Your prospect confirmed that he wants to hear your pitch.

- **Transition to close:** This is the transition from pitching to asking for a setup date for your free trial offer, or for an appointment to discuss your service further.
- **Close:** Since you are not making any request for anything that will cost your prospect any money, there is no pressure here. Either the customer wants to try you out... or not.

You are fortunate to be in an industry that is in great demand. Almost EVERY small business relies on computer systems for their operations. Most of these businesses could not function without these systems. And ALL of them need a cost-effective and reliable way to maintain and support these systems.

Your service represents the most efficient and cost-effective solution for small business network management. You will meet many small business owners who will recognize this.

## 1. The Introduction

If you get a “GateKeeper” on the line (a receptionist, assistant or someone whose job it is to protect the owner from sales calls):

**You:** Hi. This is [your first name] from [your company]. Is [owner’s first name – Let’s call him “Bob”] available please?

**Gatekeeper:** What is this regarding please?

**You:** I mailed [Bob] a letter a few days ago regarding my computer service. I’d like to know if he received it.

All done. Either the GK is going to tell you that they’re not interested (“Thanks. Have a good day.”), put you through to Bob, tell you to leave a message (always leave a message) or that they never received the letter.

**If they never received the letter:** I’m going to put another copy in the mail right now and address it to [Bob’s] attention. Can you please see to it that he gets it when it arrives?

I'll follow up in a couple of days. Ok? Great. Thank you... And what's your name? Susan? Thanks so much Susan. I really appreciate your help.

**If you leave a message:** Please let [Bob] know that [your name] called from [your company]. I sent a letter with a valuable offer for 30 days of network monitoring and computer support absolutely free. I'd like to follow up again tomorrow to see if he received the letter and if he might be interested. Can you tell me what the best time to call is? Great... And what's your name? Susan? Thanks so much Susan. I really appreciate your help.

Record Susan's name and the time to call back. When you call back tomorrow at the specified time (make sure to call back tomorrow and at the specified time!)

**You:** Hi Susan. This is [your name] from [your company]. We spoke briefly yesterday. How's it going? Great. Is [Bob] available now? Oh... sorry I missed him. Can I try again later / tomorrow?

Follow up with Susan as often as you need to until you speak with Bob, or until she tells you they're not interested.

You're not being a pest. You are always being polite, and you always ask for permission to follow up.

If Susan tells you "Bob will call you if he's interested." That's fine. You can try to press the issue if you like... asking for an email address so you can send your Newsletter... or asking if you can follow up again in a few months... whatever. At this point, I usually drop it, make a note on my spreadsheet as to if I think there's potential for following up later, and move on.

I'd much rather keep looking for the potential customers that have read my letter and are anxious to talk with me than to spend an extra few frustrating minutes on the phone with a hard-to-crack gatekeeper.

Now, what happens when you get to the Owner?

**You:** Hi, [Bob]? This is [your name] from [your company]. We provide computer services to [Bob's Industry (for simplification, from here on out, let's assume you're targeting Accounting Firms)]. I sent you a letter the other day with a valuable offer. Did you receive it? It had a picture of a time-bomb on the top.

**Bob:** No, I haven't / I haven't had a chance to read it.

**You:** Would you mind if I sent it to you again? I'm offering a few, select, local Accounting Firms an opportunity to use my service absolutely free for a full month... no risk, no cost, no pressure. Would it be alright if I resend you the letter that explains all the details?

**Bob:** Sure, send it.

**You:** Thanks. I'll send it out today and I'll follow up with you again in a couple of days to see if it's something you might be interested in, ok?

Now, of course you have an opportunity here to try to qualify Bob a bit by asking a few questions, like how many computers does he have or if he already has someone maintaining the network. But I prefer not to now. He's already willing to give our letter a read... which will do a much better job of selling your service than you will right now over the phone. Why make this call any more difficult or take a chance of turning Bob off?

Let's let Bob get our letter, formulate a decision in his mind based on our offer, and then have another warm, no-pressure follow-up call with him in a couple of days.

## 2. The Pitch

Here's the follow-up... or how the call goes if Bob tells you right off the bat that he received and read your letter.

**Bob:** Yes I got it.

**You:** Great, do you have a minute to talk about it?

**Bob:** Sure.

**You:** Great. So you understand that our service monitors your network around the clock to keep problems at an absolute minimum, and that we can help your employees with most computer problems instantly with our remote support rather than making you wait for a consultant to come running down to your office. And we do it at a flat, monthly rate?

**Bob:** Yes, I get it.

**You:** Ok. If you think this sounds like something that might work for you, do you mind if I ask you a few questions to see if my service is a good fit for your business?

**Bob:** Sure, go for it.

**You:** Thanks! I'd like to ask you quickly about your network environment.

- Do you use Mac or PC's?
- How many workstations do you have?
- Do you have one or more servers?
- How reliable would your employees say your computer systems are?
- Are there frequent complaints of errors or slowness?
- How confident are you in the security of your network? Are you adequately protected from viruses, outside intruders or data loss?
- How are you currently maintaining your computer systems?
- How did you select this as your support option?
- If you could change or improve one thing about your current support provider, what would it be?
- If you could magically eliminate three of your biggest problems, headaches or stresses relating to your computers or support solution, what would they be?
- How do these problems affect your business?
- How does this affect you and your job?

So...if I understand you correctly, [RECAP the main problems that Bob described].

Is this accurate?

**Bob:** You got it.

### 3. The Transition to Close

**You:** Bob, it honestly sounds like my service could be a great solution for supporting your network. I can show you how my monitoring dashboard can address and potentially eliminate many if not all of the problems you mentioned.

What I'd like to do is meet with you for maybe 15 or 30 minutes at most and give you a demonstration of how my monitoring dashboard works. If you like it, I can install it on your network and give you complete access to it for a full 30 days with absolutely no

obligation, so you can see for yourself how valuable it will be in eliminating [the problems Bob described].

### 4. The Close

Do mornings or afternoons work better for you, Bob?

SET THE APPOINTMENT

Thank you for the opportunity. I look forward to seeing you on \_\_\_\_\_. I'll give you a call on \_\_\_\_\_ to confirm. Have a great day!

Now, there's about a thousand different ways this conversation can go. Bob is a person... not a droid. Rarely will his responses be as cut and dry as I describe above. So, how do you know how to answer all the different questions that might come up?

It's easy.

**You're having a conversation. You're not trying to manipulate Bob.**

**Is having you monitor his network for an entire month... for FREE... valuable?**

**Is getting an instant alert from you when Bob's backup fails something that can potentially save Bob's business?**

Is 30 days of FREE remote service for his users something that most companies would have to pay a decent amount of money for?

**Are you trying to trick Bob into something...**

Or are you giving him something very valuable that can truly help his business?

**REMEMBER THIS BEFORE AND DURING YOUR CALL!**

As long as you can keep in mind during the conversation that you are trying to help Bob by giving him something of great value, with no strings attached... I promise you that whatever questions Bob raises, you will have no problem responding to with ease!

Take a moment and re-read the above script again. Do you see any hard-selling in there? Any manipulation or trickery or anything forceful?

What your call will be is essentially you asking questions and listening carefully to the answers.

Again... this is important: Your most important task here is **TO LISTEN!**

Write down Bob's main concerns and problems and you will be well prepared to show him how your service can ease his pain when you meet with him later.

Ask your questions and listen carefully to the responses. If it sounds like Bob is a good candidate for your support service you suggest a short meeting so that you can show him first hand... for free... how your service can benefit him.

That's all there is to it.

## **Step 4. Conduct a Perfect Meeting**

So, you've done it! They've read your letter, they've spoken to you on the phone and now they want to meet with you at their office!

You're 99% of the way there. After all, they understand your service, they understand the offer you're presenting them with, they know what your pricing will be after the 30-day trial, you didn't pressure them into meeting with you...

They would not take time out of their busy day to meet with you unless they were seriously considering taking you up on your 30-day offer...

And they would not very likely not be taking you up on your 30-day offer unless they were seriously considering using your services after the trial was up.

The meeting generally serves as a final "interview" where they can see your service in action (through a demonstration) and meet in person the consultant that will be taking care of their very important computer network.

It's tough to screw things up at this point as long as you do just a few things right.

### **4.1 Prepare by Understanding Basic Salesmanship**

Listen, I know that regardless of how easy I tell you it will be, many of you will still be quite nervous when it comes time to make those first phone calls or to meet with your first prospective client. It's only natural.

Want to boost your confidence immensely and give yourself a tremendous advantage over 90% of the consultants out there that simply "wing it" when they walk into a small business owner's office and try to sell their service?

Simply arm yourself with the knowledge of basic sales techniques by reading one or two excellent books on how sales are made. The added confidence you'll have by understanding these techniques will go a long way towards making the process more comfortable and more effective.

All of the books on the following list are great, but either of the first two on the list would make an excellent starting point for you. If you have the time, I highly recommend you read at least one of them before getting started. The extra confidence and permanent skill you'll gain will be well worth the extra time and effort.

## Excellent Books on How To Sell

- **Zero Resistance Selling** by Pamela Yellen/Maxwell Maltz
- **The Sales Bible: The Ultimate Sales Resource, New Edition** by Jeffrey H. Gitomer
- **SPIN Selling** by Neil Rackham
- **Bare Knuckle Selling: Knockout Sales Tactics They Won't Teach You At Business School** by Simon Hazeldine
- **Advanced Selling Strategies: The Proven System of Sales Ideas, Methods, and Techniques Used by Top Salespeople Everywhere** by Brian Tracy
- **Secrets of Power Persuasion: Everything You'll Ever Need to Get Anything You'll Ever Want** by Roger Dawson

Reading any of these books will arm you with basic fundamentals that will help you to be more effective with both your phone calls and your meetings.

### Dress:

Unless you wear a suit when typically visiting clients and doing on-site work, then there's no reason to wear a suit to your sales meeting. Whether you're male or female, you can't go wrong with a polo style or button-down shirt, jacket and khaki style pants.

Use common sense and dress neatly and professionally. No jeans, sneakers, t-shirts, sandals, tube-tops, thongs...

## **Don't be nervous:**

Seriously this is nothing. This is a small business owner who is already interested in your service. He simply wants to be sure that you're an equally responsible and professional small business owner. So just relax and be genuinely happy to meet him. You are looking forward to hearing his story, and understanding how you can help him.

## **Your goal is to:**

- Listen
- Take notes
- Understand what his pain is
- Demonstrate how your service can resolve his pain

## **4.2 Provide an Effective Demonstration:**

Few things are more powerful in making a sale than an actual demonstration of a product.

You have a fantastic advantage in that your product, your maintenance plan is actually very demonstrable! (Unlike other service providers who can only say "I'm great, I'll call you back quickly, I'll fix your problems fast, trust me!")

Bring your laptop with GFI Max (or your preferred RMM dashboard) installed with at least one example client that you're monitoring. If you don't have a client that you're currently monitoring, you need to setup your own server and setup monitoring on that server. You'll need to show him the Dashboard in action, so you need to be monitoring a server.

If you have workstations that are being monitored, make sure you can show that inventory too.

Bring a printout of a sample daily and weekly monitoring report. Alternately, have the reports that are emailed to you ready in a separate email folder on your laptop so you can easily forward them to your prospect in the meeting so he can clearly see what he'll be receiving.

Have several daily email alerts ready on your BlackBerry so you can show how you receive instant alerts the moment a problem occurs anywhere (I've been fortunate enough to receive alerts while in an actual meeting. Makes for a very powerful demonstration.)

Do you have samples of monthly service reports? Bring those.

Keep all printed reports in a neat, organized folder. Being organized is very important. No one wants a disorganized slob caring for their network.

Your meeting should be very smooth and comfortable. Unless you do something to give your prospect a negative impression of you, it should end with a date for you to come in and install your monitoring dashboard.

30-days later... Let the billing BEGIN!

## **4.3 Handling Common Questions and Objections**

As I said earlier, every person you speak with will be different and every conversation has the potential of moving in hundreds of different directions. Your script is designed to keep things on-track, but of course questions or objections will be raised.

It's impossible for me to try to cover every possibility here (although I'll try to cover some main ones in a moment), but again, if you keep in mind your objective of giving your potential customer something of great value for free, you will already be prepared to answer almost every question with ease.

## Questions:

### How much does your service cost after the 30 day trial is up?:

If they don't ask you at some point during the call how much the service will be after the free trial, then you have to wonder if they're actually serious about continuing to use you after the 30 days are up.

When you're asked how much, respond clearly, honestly and briefly.

The maintenance plan is \$X.XX per month, which covers up to one server. Workstations are \$X.XX per month which covers an unlimited number of support incidents, limited to two hours per incident.

If any single incident takes more than 2 hours to resolve, the service beyond the initial 2 hours is billed at \$X.XX per hour. Also, if any on-site work is required, the hourly fee is \$X.XX.

I can send over a sample Service Agreement that covers all the details and I can clear up any questions you have when we meet.

Let me reiterate about answering clearly. With Managed Service Plans where not everything is included in a flat monthly rate – or where different plans are available at different price levels – the pricing can be confusing if not relayed properly over the phone.

If you don't explain your pricing clearly, it can be a huge turn-off to your potential customer. No one likes confusing or hidden charges, and unless your pricing is crystal clear, it will be a major strike against you.

If you can't convey your pricing clearly enough over the phone, offer to email over a pricing sheet that will explain everything and you can follow-up with if they have any questions.

## How many consultants do you have?:

If you're Independent: I operate Independently, Bob. I serve a very limited number of clients and provide them with a level of dedication and attention you just won't get from a larger firm.

Think about it for a moment. When you hire a consulting firm, you're essentially hoping that they'll send you one, very qualified, very responsive consultant that will get to know you, your staff and your technology needs on an intimate level.

That's exactly what you'll get when you hire me, Bob. I'm more qualified to support your network than most of the low-cost consultants that are employed by most larger firms. Sure, they probably have some very high-level guys like me on staff, but good luck getting that guy. They'll be sending their top talent to the clients that pay them top dollar every month. Unless you're planning on being one of their biggest customers, I doubt you'll be receiving the care you deserve.

Plus, you want consistency. The big firms will always have a difficult time sending you the same consultant because they have to maintain too large a client base to cover their overhead. And then of course you have to deal with their high turnover rates. Consultants are always looking for the next, better opportunity.

With me, I'm as qualified as any top-level consultant in [Your Town], I maintain a very limited client base so you will always have my undivided attention, the only opportunities that interest me are finding better ways to support my clients and I'm certainly not going anywhere.

Because I'm able to perform most of my support remotely, as long as I have my laptop with me, I'm never more than a mouse-click away from being able to support your staff.

And in the rare instance that you absolutely must have me on-site but I can't be there for any reason, I'm partnered with another talented local consulting team that can cover for me at a moment's notice.

I know that's a mouthful, but you probably won't be saying all of it. I just want to cover all of the possible concerns you might have to address when answering this question. If Bob expressed that his old consultant was very slow to respond, make sure to express how you maintain a very small client base, which allows you to be very focused and dedicated.

If Bob is concerned about having a technically qualified consultant, highlight your abilities and express how a larger firm might send lesser qualified consultants.

Remember your task... Find their pain and show how you can resolve it.

If you're not Independent, but run a small Consulting Firm, your answers are very similar to the above. Honestly tell Bob how your dedicated, expert team of "X Consultants" is able to provide top level support by maintaining a very limited client base for whom you provide efficient support through your monitoring and remote service.

## How many clients do you have?:

I'm just getting started, Bob and I don't currently have any paying clients yet (or I only have X paying clients so far). I was with the firm, [previous employer], when I decided that my skills, knowledge and experience provide me with a great opportunity to be self employed and operate my own consulting practice.

I'm not looking to build a large consulting firm. Rather, I'm simply looking to support a very limited number of valued, loyal small business clients with my reliable support solution, the [maintenance plan name].

I have the ability to provide you with a very valuable and reliable service, Bob, and I'd truly appreciate the opportunity to show you just how solid a provider I can be for you. Give me 30-days at absolutely no cost or risk to you and let me prove it to you.

Or, if you've got lots of clients, feel free to reveal the number and if you've got some recognizable names on your list, feel free to do a bit of name dropping.

## What if I don't want your maintenance plan? What's your hourly rate?:

Sorry, Bob. I don't have hourly rates. Hourly, break-fix service is simply an antiquated, inefficient, expensive and dangerous way to maintain a network. I simply can't do a good

job of keeping you running at peak performance if I'm not instantly aware when a problem happens.

If your backup is failing, or your AntiVirus isn't updating, or if a hacker is trying to break into your network, or your system logs are warning you that one of the hard drives in the server is failing... I need to know about it before a meltdown occurs. Otherwise, you're

going to be up the creek... and you'll be asking me why I didn't prevent it from happening.

## **I don't have a server. Do I still have to pay your base maintenance plan fee?:**

There are plenty of things to maintain, even if you don't have a server, Bob. I have to monitor your backups, your antivirus, I have to watch your firewall activity, if you have a problem with the Internet, I have to contact your ISP, if you have an email problem or if Spam is out of control, I need to fix this with the email provider, I'll be managing the user accounts for you, I'll be researching new products and services for you... there's plenty to do to maintain your network and the low, base fee covers all these things.

## **Dealing with Objections:**

It's up to you how hard you want to work on combating objections. Sometimes, the prospect is just doing his due-diligence and has every right to pose these concerns. Simple, straightforward, honest replies is all he wants to hear in order to comfort his concerns.

Otherwise, if the prospect really doesn't appear to want the service, then I don't bother fighting him on it. I'd rather spend my energy on a prospect that is more positive about my solution (and my very generous offer).

## **Wow, that's too expensive for me.:**

Well Bob, to be honest, our service is by far the most cost-effective way to maintain a network. When businesses simply pay an hourly fee whenever something breaks, problems continue to compound and productivity steadily declines which causes your support costs to consistently increase. Eventually, things deteriorate to the point where a very expensive overhaul is needed... or worse, you experience a major crash that can cost thousands of dollars in repair and in lost productivity.

Often, if a major crash keeps your network down for an extended period, it could absolutely put you out of business!

Think about it for a second. If at this moment you got a message that you couldn't connect to the network, and you discovered that your server's hard drives died completely... and then you discovered that your backup hasn't worked since May... so all your data is JUST GONE... what's your plan for tomorrow?

My service is designed to keep your business safe by preventing problems... not reacting to them once they already do the damage. For a low, predictable monthly fee, we keep things from degrading to the point where you need unexpected major overhauls. Our service keeps things calm and manageable year round, rather than the rollercoaster of calm periods followed by very expensive months filled with constant emergencies.

Our service costs less in the long run, and it puts more money in your pocket by keeping your staff continuously as productive as possible.

## **I already have a consultant who I'm pretty happy with:**

Well, you wouldn't be a very responsible business owner if you didn't have someone reliable to take care of your network for you. But is he providing you with the confidence that you're definitely protected?

Can I ask you, Bob... did your backup run last night? You're absolutely sure? If you're not sure, how do you know that you're getting the level of protection you really need to keep your business safe?

Tell you what... Let me install my monitoring software for you on your server for 30 days. It won't interfere with your current consultant in any way. You'll be able to see for yourself if there are any problems... large or small... that aren't being properly taken care of by your current guy. Then, at the end of 30-days, you'll know for sure if you're getting the level of protection you need, or if it might be time for a change.

## **My employee / nephew / wife's friend's cousin takes care of my network:**

Bob, your network is one of your most valuable and important assets. If it died today... right this minute... are you sure your business would survive? Because it's a fact that 70% of small firms that experience a major data loss don't survive past one year!

Maybe you don't really want to think about this stuff because everything seems to be running ok, but if a real problem happens that you're not prepared for, you're going to have to think about it and it might be too late.

Tell you what... Let me install my monitoring software for you on your server for 30 days. At the very least, you'll be able to see for yourself if there are any problems... large or small... that you should be taking care of, but aren't because you're simply not aware of them because of the way you're currently maintaining your network. Then, at the end of 30-days, you'll know for sure if you're getting the level of protection you need, or if it might be time for a change.

## What if They Just Say No?

You won't win them all. In fact, you'll only win a small percentage. That's absolutely fine! Remember, you're only going the distance in your conversations with the ones who are interested. If they're not, say goodbye and move on.

However, even a NO doesn't have to be a total loss. Remember, a good portion of your targets might need your service at some point... just not right now. So, if you've been talking with someone that you feel could be a good client, but they're just not biting for whatever reason ("I'm happy with my current consultant, I just can't afford it now, I can handle it myself for now I think, etc.") then close your phone call or meeting with the following:

I understand Bob. That's fine. Would it be ok if I put you on my mailing list for my monthly newsletter? It's full of valuable info that can help you keep your network safe and running its best.

When Bob says yes (he'll probably say yes), make sure to send him your newsletter every month. Now, the next time he gets fed up with his current consultant, or he runs into a real mess because as it turns out, he can't handle it on his own, there's a good chance your name will be tattooed on his brain from seeing your helpful newsletter for the past several months.

## **Step 5. COMMUNICATE, and Seal the Deal!**

You've sent out a professionally crafted Direct Mail Sales Letter that caught the attention of a potentially interested small business owner.

You've followed up and they tell you, "As a matter of fact, there might be a need. Let's talk more."

You set a meeting where you demonstrated how your product works and why you are an excellent solution for their IT needs.

You offered a free trial of your services to help them to be fully confident in their decision and to allow you the opportunity to put to rest any concerns they may have.

They've taken you up on your offer. Well done!

Well, almost.

Now all you have to do is... Do A Great Job.

I'm not going to try and tell you how to do a great job as a computer consultant.

What I will tell you is that the most absolute critical, hands-down most important thing you must do at this stage is...

### **COMMUNICATE!**

Communication is the key to not only ensuring that the relationship continues beyond your trial period, but long into the future as they become a core component of your successful IT business.

Communication isn't calling your new client every three days to ask, "How's things going? Any problems?" That's not communicating. That's being a pest.

And the communication I'm talking about isn't responding promptly when your client needs help or has a question. That falls under the category of Doing a Great Job, not communication.

The communication that needs to be done during this trial period is you providing valuable, useful, helpful information on a regular and frequent basis.

This is why I always offer a full, 30-day free trial of my services. It gives me a tremendous opportunity to instill absolute confidence with my new client that I am completely on top of all aspects of their technology needs.

And there's plenty of valuable info for you to provide throughout a 30-day period.

- Set them up to be copied on all instant alerts sent by your RMM. Whenever they get an alert, they'll want to know what the heck it means. And you'll promptly send an explanation telling them exactly what it means and what needs to be done about it.
- Set up a meeting about a week or so after the trial begins where you can demonstrate in full how your client should use the dashboard to check up on his system status at any time, how the alerts work and what they mean and how to check the real-time inventory.

This meeting is a great opportunity to once again shake hands, talk face-to-face and continue to build a rapport. It's also a nice opportunity to meet some of the staff that might have called you for helpdesk support. They'll put a face to your voice and will begin accepting you as "the new computer guy/gal".

- Send automatic weekly status reports from your RMM. If they see all green checkmarks, they'll think, "Great. Things are finally working right!". If they see red X's, you will tell them why and what needs to be done about it. Either way, it enforces that you're on top of things.
- Send them a pdf copy of their inventory report, highlighting any items that might need to be addressed. Remind them that they have anytime access to this data on their dashboard. This is a very effective way to communicate with your new client because you are providing useful, helpful information that they might not have been expecting, plus you're giving them a reason to use your dashboard again and to get more comfortable with logging in frequently. Each time they log into the dashboard they are communicating with their new IT Provider. Communication is good, even if it's not a conversation.

- If you're including remote helpdesk support with your trial (and I absolutely think you should), every time an employee contacts you, you're reinforcing the relationship. You're also getting a good feel for the environment.

If things are quiet because problems are minimal... congratulations! The ideal client!

If you're getting bombarded with helpdesk requests though, then you have the choice of a) discussing with your client what needs to be done to minimize these issues, and hopefully they'll have the budget to implement the necessary changes, or b) decide that this client is in such disarray that they might not be the ideal fit for your service.

- Do you have a support portal running, where your clients submit service requests to your PSA... and where you copy your main contact on all resolved tickets so that they can see all the support you're providing, either remotely or on-site? Let them know every time you're working for them, even if they don't happen to see your face.

There are lots of ways to keep the communication flowing and keeping your new client continuously updated with valuable information. Perform well throughout your initial trial period and you will lay the foundation for what can become a long-running, very positive relationship.

Or don't communicate... and completely wipe out all the great work and valuable time you've invested in steps 1 through 4.

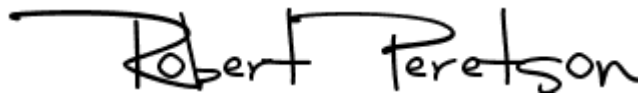
Step 5 isn't difficult. But it is absolutely critical to your success as an MSP.

And steps 1 through 4 aren't difficult either. Nor do they need to take a lot of time or cost a lot of money. You can actually get started right now, at this moment and start setting meetings with potential new clients a week from now.

Just head over to <http://SuccessfulComputerConsulting.com/TCT>, grab yourself the "Time-Bomb Sales Letter" that's included with The Consultant's Toolkit, and then head on over to your library and generate a list of your perfect local businesses to mail the letter to.

And if you have any questions along the way, please email me anytime at [robert@SuccessfulComputerConsulting.com](mailto:robert@SuccessfulComputerConsulting.com).

Best of luck, best wishes and let me know if I can lend a hand!

A handwritten signature in black ink that reads "Robert Peterson". The signature is written in a cursive style with a large, sweeping initial "R".