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Reviews

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(Letha Okuneva)

THE BEST I.T. SALES MARKETING BOOK EVER! - SELLING AND MARKETING MANAGED SERVICES



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Intelligent Enterprise, United States, 2007. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.Following up on the success of *The Guide to a Successful Managed Services Practice - What Every SMB IT Service Provider Should Know*.; the definitive book on transitioning a reactive IT business model to proactively-delivered Managed Services, *The Best I.T. Sales Marketing BOOK EVER!* focuses squarely on one of the most challenging aspects of running a successful I.T. practice - growing through effective sales and marketing. At nearly 500 pages, *The Best I.T. Sales Marketing BOOK EVER!* reveals how to successfully sell and market I.T. solutions and become a Trusted Advisor to your clients. Drawing upon MSP University's experience in helping Partners across the country transition to an annuity-based, proactive Managed Service delivery model, each phase of the I.T. Sales and Marketing process is addressed. Broken down into logical sections, this book helps you choose your target market, determine your service offerings and develop your marketing message, as well as the methods by which to successfully deliver it. Follow-on chapters address hiring the right sales staff, as well as training, incenting and managing them for success. Additional topics covered include appointment setting and conducting the first, second and third client sales appointments - all the way through closing the deal with the decision-maker. The downloadable content contains over 50 newly designed marketing collateral, case study and white paper templates, as well as a complete 17-page business-winning I.T. Solutions and Managed Services website design. Chock full of additional new tools and collateral, the downloadable material included with this title greatly enhances the value of *The Best I.T. Sales Marketing BOOK EVER!*, and insures that this unique publication lives up to its name.



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