

Thank you for attending **The 100 Dysfunctions of a Salesperson** at IT Nation!

It can be challenging to find the right groove when it comes to selling as unique of a product as managed services is, but through 25+ years of industry experience, we've found there are several important parts that come together in order to get you that signed deal.

One of the most important pieces is the 5 Pre-Requisites of a Sale. If you don't have all 5, you'll inevitably face objections, hurdles, and likely rejection. So pay close attention, and if you have any questions or would like access to our complete online training resources and video library, please email us at membership@chartec.net or call **866-544-2772**.

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The 5 Pre-Requisites of a Sale and Why They're Critical

Selling an agreement isn't just about selling an agreement. It requires a whole lot more than just that.

However, what exactly does this mean? What steps are required to fully sell an agreement efficiently and for as little cost as possible?

And, moreover, what does it take to do it consistently, increase your odds, and maximize your potential for a signature?

As a leading pioneer in MSP sales and marketing training, we've perfected a proven set of pre-requisites to sell agreements better, faster, and more efficiently. Here they are.

1. A Recognized Need

You wouldn't sell ice to an Eskimo, right? In other words, you cannot create urgency around a need where there is none. This seems rather basic, but it doesn't make it any less true.

Does the prospect actually need your services? Why do they need them? And for how long?

A major component of selling managed services agreements revolves around making sure you bring to attention as many needs as possible. Some prospects will have active needs, which means they're currently experiencing some type of issue and it's top-of-mind for them (like a downed server or security breach). But most will have latent needs, meaning they aren't aware of the issues right now and need a professional like you to do an assessment and bring those needs (and subsequent consequences!) to their immediate attention.

2. A Viable Solution

Do you have the right solution to combat their needs? Does it appeal to everyone in the company, from the CEO all the way to the secretary?

Once again, this is an elementary step but it's absolutely crucial to the process. If your solution does not properly address the needs you uncovered during the assessment, the sale will not happen. You've got to be able to support your clients and deliver what you promise. Always triple-check to make sure you're able to provide the correct solution.

3. Value Justifies Cost

Now this is where things get a little foggy and, often, this is where you'll face your biggest hurdle. Potential clients might say, "I'm not going to pay this much. How can we slim it down? What can we take out?" If they say this, then you've missed the mark during the discovery process and failed to turn those latent needs into active needs.

Your mission here is to overcome those typical objections. Ensure you have a comprehensive solution to tackle a real need. If you have this, there shouldn't be talk of slimming down anything or picking apart the solution.

4. Sense of Urgency

This is where you put the ace in the hole by identifying as many implications (AKA consequences) as you can. Increase that sense of urgency by creating a mountain out of a molehill.

If you uncover legitimate business issues and then amplify them by shedding light on the potential for larger, more costly challenges in the future, you've done your job. This is where you use the needs you identified in step one and list the implications from those needs. The more latent and active needs you found, the longer the list of possible negative consequences and the higher the urgency is for the prospect to want your services.

5. Authority to Buy

Are you delivering your presentation to the right person? If not, you've wasted your time. When you don't present to the decision makers, you won't do your solution any justice. Someone will have to reiterate your entire presentation to "those in charge" and, trust us, they won't create enough urgency or value. They may not even relay those needs you worked so hard to find.

Remember the game of telephone? You deliver a brilliant presentation to the office manager and then a couple of hours later, as the CEO is walking from one meeting to the next, she gives a 2-minute blurb and the price and you get a resounding rejection. Don't let that happen. Make sure the decision makers are there and they are hearing the full story from you.