



Prospecting for Managed Services

**Choosing Appropriate Sales Targets &
Choosing The Appropriate Sales Process**

Two types of prospecting campaigns:

- 1. Displace**
- 2. Disrupt**



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Most people think of a product or service as “disruptive” if it’s new to the market

BUT...

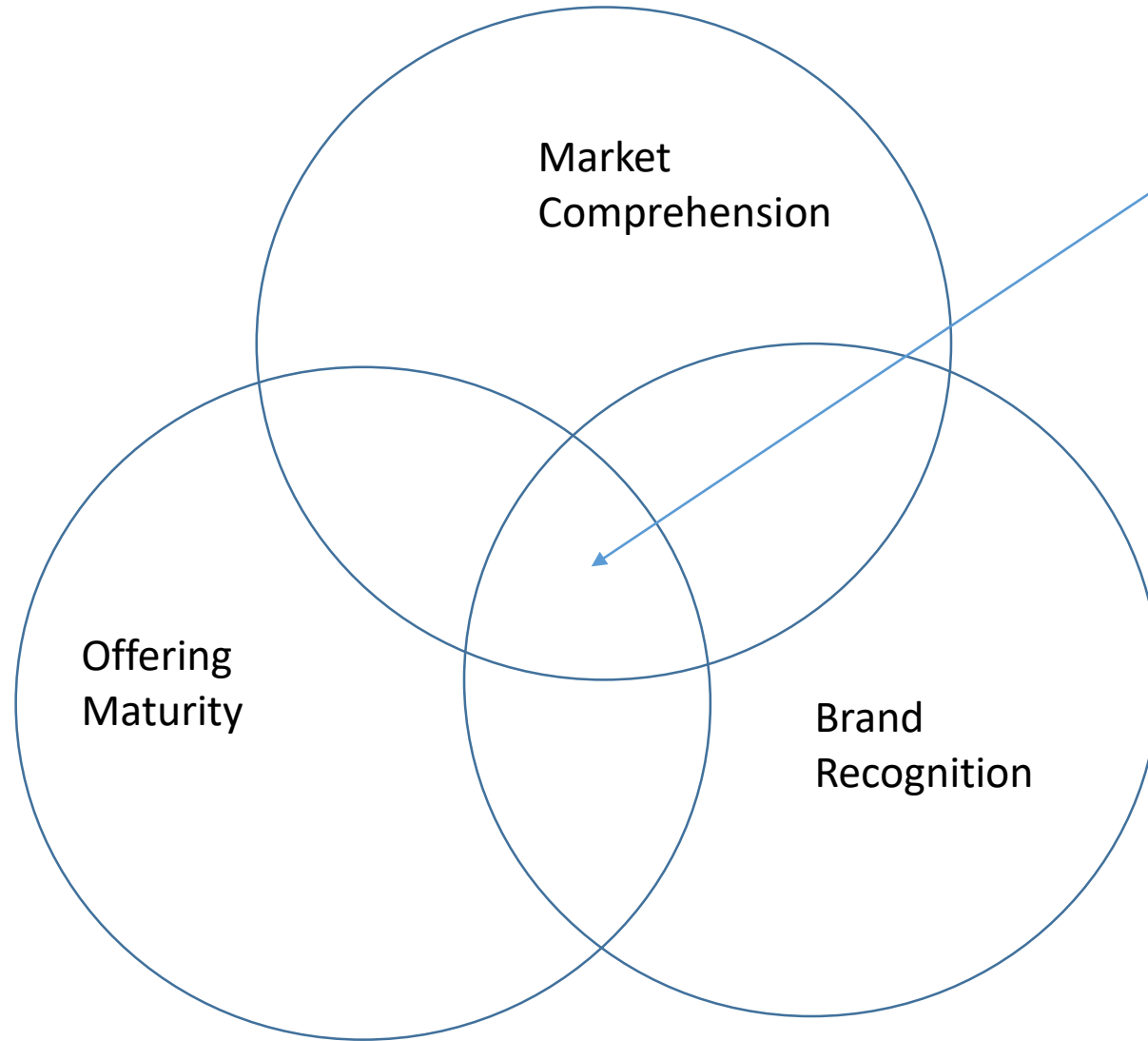
Disruption level is in the eye of the buyer.



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A disruptive product or service – whether new or established for years - significantly changes how someone does something, but doesn't replace a current solution.

Outside the
circles:
100%
Disruption



100%
Displacement



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Market Comprehension	Brand Recognition	Offering Maturity	DISPLACING OR DISRUPTING?
YES	YES	YES	100% DISPLACE 0% DISRUPT
YES	NO	YES	90% DISPLACE 10% DISRUPT
YES	YES	NO	50% DISPLACE 50% DISRUPT
YES	NO	NO	30% DISPLACE 70% DISRUPT
NO	YES	NO	10% DISPLACE 90% DISRUPT
NO	NO	NO	0% DISPLACE 100% DISRUPT

Disrupt = Land grab

- **You only have one chance to sell it first**
- **The higher up on the disruption scale, the more education required, the longer the sales cycle**
- **the sweet spot – market comprehension is high, the product isn't a brand new concept, but a great product hasn't been available.**



Displace – The Waiting Game

- **Once someone else has their business, you have to wait them out**
- **The higher up on the displacement scale, the more reliant you'll be on volume – it's a numbers game**
- **Less education required, sales cycle dependent on contract end date more than ability to solve an immediate problem**
- **Process and timing will win you business**



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Disrupt: PROS

- **You're not replacing anything – you are adding something new, no contracts to wait out, faster sales cycle**
- **No preconceived notions on what it does/doesn't do**
- **Land and expand – goal? All the business, piece by piece.**



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Displace: PROS

- **Less experienced sales reps can handle this**
- **Less costly sales reps can handle this**
- **Solid pipelines can be built based on nothing more than a few data points and an effective follow up strategy**
- **You can use the “Predictable Revenue” escalation sales process**

Disrupt: CONS

- **More complicated explanations require better sales talent**
- **Pitch can overwhelm or confuse a prospect**
- **Everyone loves a new idea, but nobody likes change**



Displace: CONS

- **Sales cycle can be years in duration**
- **You can accidentally fire a good asset or keep a poor asset when you don't understand the displacement sales cycle**
- **Requires fastidious attention to detail, which isn't the strong suit of most sales reps.**



Lead With The Deal You Want

The disrupt sell may be easier, but you can't walk yourself back from being a specialist in a product into an IT generalist without sounding desperate.

"But wait, we do that to!"

You want the managed services contract. Everything else is gravy.



Sell Ideas instead of Products

- Don't go into a sales conversation suggesting what they need – you don't know what they need yet.
- Let the prospect organically identify their technology challenges
- You go for the Idea first, the product second
- The idea? Technology that always works – managed services
- The product is the thin wedge when you can't sell managed (they're too far on the displacement side of the spectrum)



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Choosing Your Targets

- **Build a campaign around a niche:**
- **Vertical: “We specialize in supporting law firms”**
- **Size: “that have between 50 and 100 lawyers”**
- **Place: “In Seattle”**
- **Specialty: “That practice personal injury law”**



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WHY NICHE?

- **Experts are more impressive than generalists**
- **Creating one talk track is easier than flipping verticals constantly**
- **Each niche will have its' own set of terms and abbreviations, the more you speak their language, the more trust you build**
- **More case studies, more evangelists, more referrals**
- **Your marketing spend will be focused**

How Many Niches?

As many as you wish – providing you can back up your expertise in any of them



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But I don't have a niche?

- Size of company? (We support companies with 10-50 computers who are technology dependent.)
- Growth of company? (We support start up companies that are focused on growing quickly.)
- If you have one client in one niche, you have a niche now 😊



Biggest Objection: We already have that

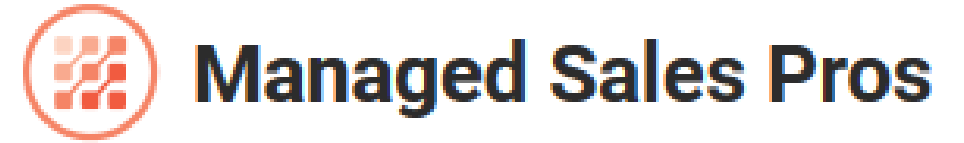
Apples to Apples

Perception is reality

Return to the fear factor

Other Objections?

- **We don't need that**
- **We're not interested**
- **Not right now**
- **We're too small/too big for that**



The “thin wedge” sale

Always look for the good intention

- **What's causing the problem is a good intention**
- **Positive mind frames lead to positive responses**

Then throw in the fear factor

- Here are the big scary “what ifs”
- Use stories that are relatable (and true if possible!!!)
 - And then what happens? (very scary)

THEN PITCH



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Asking for the sale:

“You miss 100% of the shots you don’t take.”

-Wayne Gretzky



Questions?


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