Thanks for attending my session on SELLING WITHOUT SELLING: A practical guide for Managed Service Provider geeks, nerds and technicians to sell MSP services without feeling slimy at GLUEX 2020!

You can view replays of the presentation from IT Glue at https://www.gluex.co/

Here are some of the resources I mentioned during the presentation, plus some other resources I think you'll find useful!

The 7 Sales Questions

1. "What's the single thing that is concerning you the most?"
2. "What impact is that having on you?"
3. "What have you already done to try to fix this?"
4. "In your opinion, what's the real problem?"
5. "If you didn't fix this, what impact would it have?"
6. "How do you see me helping you?"
7. "What are you prepared to invest in fixing this?"

Further Reading

- Blog Post - How to be a good listener
- Blog Post - Stop Writing Sales Proposals!
- Blog Post - Should your business respond to "Quote and Hope" sales requests?
- Blog Post - The Deliciously Effective Way to Build Better Relationships With Your MSP Client's
- Blog Post - How to effectively follow-up on business referrals
- Blog Post - How do you deal with referrals?

- Blog Post - [How Building a Referral Tree Can Help You Win More Business](#)

Tools

- [Nimble CRM- Social CRM for Small Businesses](#)
- [Vidyard – Video Messaging for Business](#)
- [Bonjoro – Powerful Personal Videos](#)
- An Example Sales & Solutions Matrix:-

	SUPPORT CONTRACT	SERVER BDR	CONTENT FILTERING	BROADBAND	MANAGED FIREWALL	VOIP SOLUTION	WORKSTATION BDR
TESTCO	✅		✅			✅	
CLAIRE JENKS GRAPHIC DESIGN				✅			
FLASH CARDS INC			✅		✅		
MOMENT LTD					✅	✅	✅
CTA PROPERTIES	✅	✅	✅				

Services

- [Paul Green's MSP Marketing Edge](#)
- [MSP Wingman - MSP Sales & Marketing Service](#)
- [Pronto Marketing: The All-in-One Website Service for Growing MSPs](#)

Books

- [The Go-Giver: A Little Story About a Powerful Business Idea](#) by Bob Burg and John David-Mann
- [The Checklist Manifesto: How To Get Things Right](#) by Atul Gawande
- [The Referral Engine: Teaching Your Business to Market Itself](#) by John Jantsch
- [The IT Business Owner's Survival Guide: How to save time, avoid stress and build a successful IT Business](#) by Richard Tubb.
- [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#) by Michael Gerber.
- [Referral Harvester: A Proven Strategy for Compounding Your Client Base](#) by Tiana Wilson-Buys
- [Package, Price, Profit: The Essential Guide to Packaging and Pricing Your MSP Plans](#) by Nigel Moore.
- [Selling Technology the Sandler Way: Finding Technical Solutions That Win Long-Term Business Relationships](#) by Rich Chiarello

Communities

- [The Tech Tribe](#) -- An Awesome Online Community for MSPs
- [CompTIA Managed Service Community](#)

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