



GROW YOUR MRR WITH

MANAGED SALES PROS

OUTBOUND PROSPECTING DONE WITH YOU, OR FOR YOU

In Partnership With:





MSP PROPOSAL

2020



ABOUT MANAGED SALES PROS

Managed Sales Pros is an LLC located in Mason, Michigan. We have been focused on sales prospecting for technology manufacturers, distributors and resellers for six years.

Carrie Simpson, our founder and CEO, has 20 years of cold calling experience, and is the founder of several cold call prospecting companies, including Everywhere Managed, LLC - a Las Vegas based sales fulfillment agency.

We are able to support MSPs of all sizes, in all stages of operational maturity.

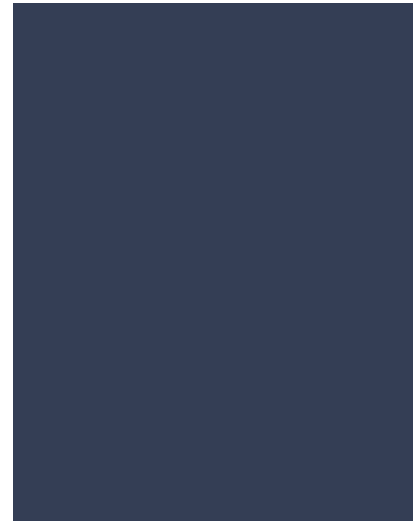


ABOUT NEXT LEVEL SERVICES

In 2015 Sierra Chase joined the Managed Sales Pros team when we launched a small Las Vegas based on-premise call center. That call center grew to 50 plus agents, and Sierra rose through the ranks to the leadership team.

In 2020, Sierra left Managed Sales Pros to found Next Level Services. Managed Sales Pros opted to partner with Next Level instead of adding to their calling team, and we think it's probably the best gamble anyone ever made in Las Vegas!





Both Managed Sales Pros and Next Level embraced the structure of the Entrepreneurial Operating System (EOS), and we take Traction seriously, hiring and firing to our three core values:

1. Rise Up – Like Alexander Hamilton, we are nonstop in our pursuit of bettering ourselves.
2. Find Joy – The only thing we can't teach is having a good attitude and a positive outlook.
3. Campground Rules – We leave everything and everyone better than we found them

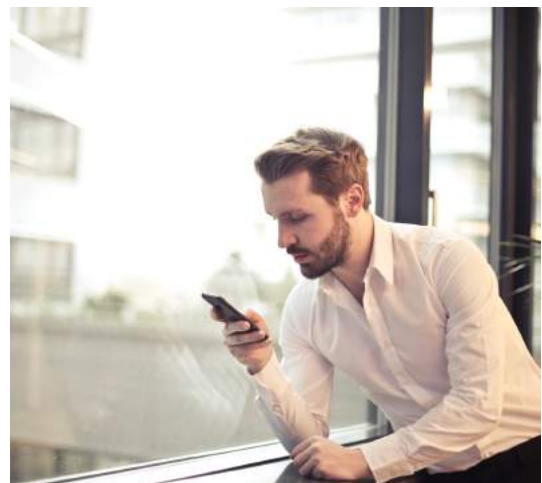
These three core values and our adherence to the Traction process has created an energetic, focused team that performs consistently. We scale and we enjoy repeatable success.

About Our Sales Prospecting Process

- Cold calling is not an immediate revenue generator. It will often take over a year to realize ROI from cold call prospecting. Short term success is generally due to luck, not skill.
- Sales and marketing activities should be automated as much as possible without losing the personal touch that creates the relationships required to close trust-based sales. Our process creates and schedules automated follow up activities that are then executed on by our team. We do not automate emails or dialing activities. This keeps our process compliant with all opt-in anti-spam legislation, and keeps your prospects engaged with friendly voices and personalized interactions.
- Data is the key to long term sales success and a healthy sales pipeline. Our team collects as many data points as possible, ensuring that we **“make every dial count”**.
- Low-hanging fruit and one-call wins are often the least attractive opportunities for MSPs (If your house is on fire any water is good water!) The business you want most is the business you work for and win “the hard way”. That is to say, you follow your defined prospecting process and gradually you earn the right to present your solutions to your prospects.

WHAT DOES MANAGED SALES PROS INCLUDE IN OUR FLAT-RATE SALES PROSPECTING CAMPAIGN?

- 20 hours per week dedicated to your program
- All lists required for the program.
- Campaign planning and process development.
- On-boarding.
- English-speaking, experienced and fully trained MSP focused callers.
- Caller supervision, quality control auditing, program improvements, live call monitoring, regular call team skills improvement training, enforced calling KPIs to ensure you're receiving as many calls as possible from a team that is following your defined process and delivering consistent messaging to your prospects.
- A dedicated program manager that you will meet with weekly.
- A detailed list of every interaction completed on your behalf, delivered to your inbox weekly.
- Sales appointments scheduled directly on to your calendar that are qualified, and screened by your program manager prior to scheduling.
- Complete control over your brand – we are a discreet provider and use your marketing assets, your email address and your phone number to manage your program.





- Ownership of all data, transferred to you upon completion of program.
- Off-boarding, data transfer to ensure no outstanding opportunities are missed.
- A North American team operating in your time zone.
- Continuous improvements to your program based on our experience, market trends and the results of all campaigns - we only work in one industry, and we train our callers continually to make sure they understand your business, your prospects, your vendor partnerships, and the whole I.T. channel
- A team that is trained by the same vendor teams that train you - our team receives continuing education from most channel-focused vendors.

WHAT KIND OF RESULTS SHOULD I EXPECT?

This is a best efforts program, and we do not guarantee number of appointments or ROI. However, based on the last three years of results, we estimate an average over the year of 2-4 completely qualified meetings monthly, and our clients' ROIs have ranged from 50% (results shared by Chris Day, CEO, Fully Managed, Vancouver, BC) to over 500% (results shared by Todd Schorle, CEO, TS Tech Enterprises, Reading, PA) to over 1000% (results shared by Jim Turner, CEO, Hilltop Consultants, Atlanta and Washington, D.C.)

The pipeline that Managed Sales Pros builds for you will create opportunities that will continue to close long after the program has ended.



INVESTMENT

This is an annual program, priced at USD \$6,000.00 monthly. Our payment terms are monthly, in advance of services rendered. We accept payments via credit card or ACH.

We have a 30 day out clause after your first 90 days of service. We do not see any value in offering service for less than a quarter, and encourage people who are not ready to make an annual commitment to prospecting to consider other methodologies for lead generation.

WHAT DOES MANAGED SALES PROS NEED FROM YOU TO GET STARTED?

Managed Sales Pros requires the following to begin calling:

- A signed agreement and retainer
- Written permission to spoof your phone number on our call center platform
- An email address with calendar access permission for your designated attendee at sales appointments.
- Attendance at an all hands onboarding meeting on the first day of your program
- Approximately 6 hours of your time on the week of on-boarding to review lists, scripts, and the campaign plan.



We can usually begin calling within 2 weeks of receipt of your signed agreement and retainer. The exception to this may be September and January, our busiest on-boarding months. If you are planning a fall or winter launch, we encourage you to retain as early as possible to ensure we will have talent available to support your program.

Fine Print

You may cancel your program with 30 days notice after the first 90 days of service has finished.

We retain the right to cancel your program at these milestones as well.

Non-payment or early termination forfeits your geographic exclusivity and returns ownership of all data to Managed Sales Pros.

Ready to Get Started?

Call Carrie Simpson at 702-695-3258, or email your completed on-boarding document to carrie@managedsalespros.com to request a contract and begin planning your campaign launch! We look forward to a successful partnership. Thank you for the opportunity to quote on your sales prospecting program.

**THANK
YOU!!!**

