



IT NATION™

SECURE

hosted by  CONNECTWISE

Leverage the Opportunity

Make the most of the co-sell and co-marketing resources available in the Partner Program

Presented by Brad Schow – VP – Business Transformation Evangelist



IT NATION™ **SECURE**

Agenda

1 **Survey**
Who is listening?

2 **Modes**
Perspective before planning.

3 **Owner led sales**
Why is building sales so hard?

4 **Partner Program**
Overview.

5 **Help by Mode**
Marketing and sales help by mode.

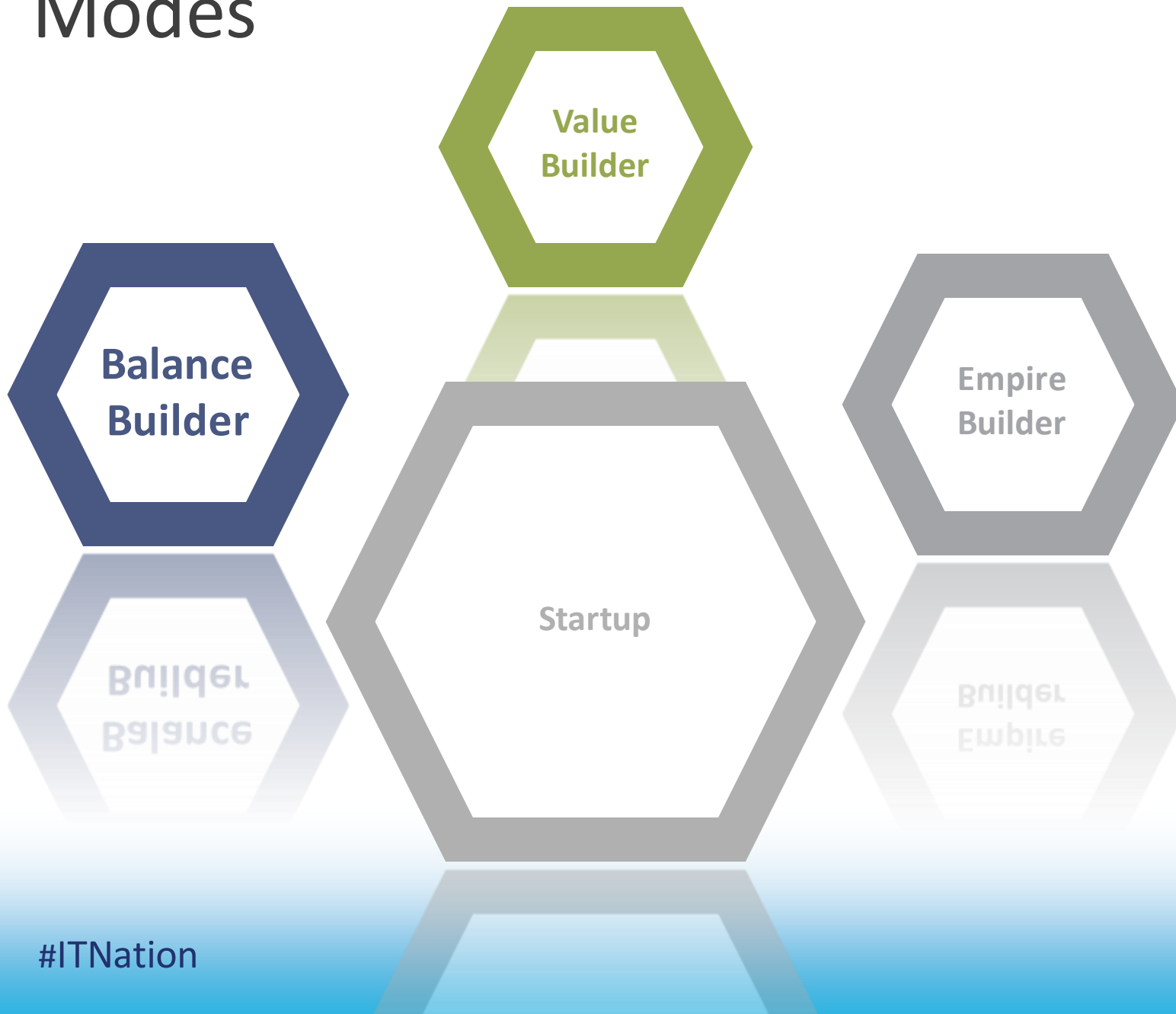
6 **Review and Next Steps**
What should you take from this session?

Survey

Modes

Modes Theory™ is a system of purpose-built methods that align owner mindset with decision-making and habits to help TSPs achieve successful business outcomes.

Modes



Startup: You are open to many possibilities to what your company may become.

Modes



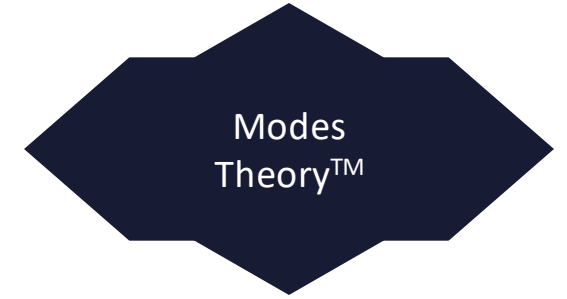
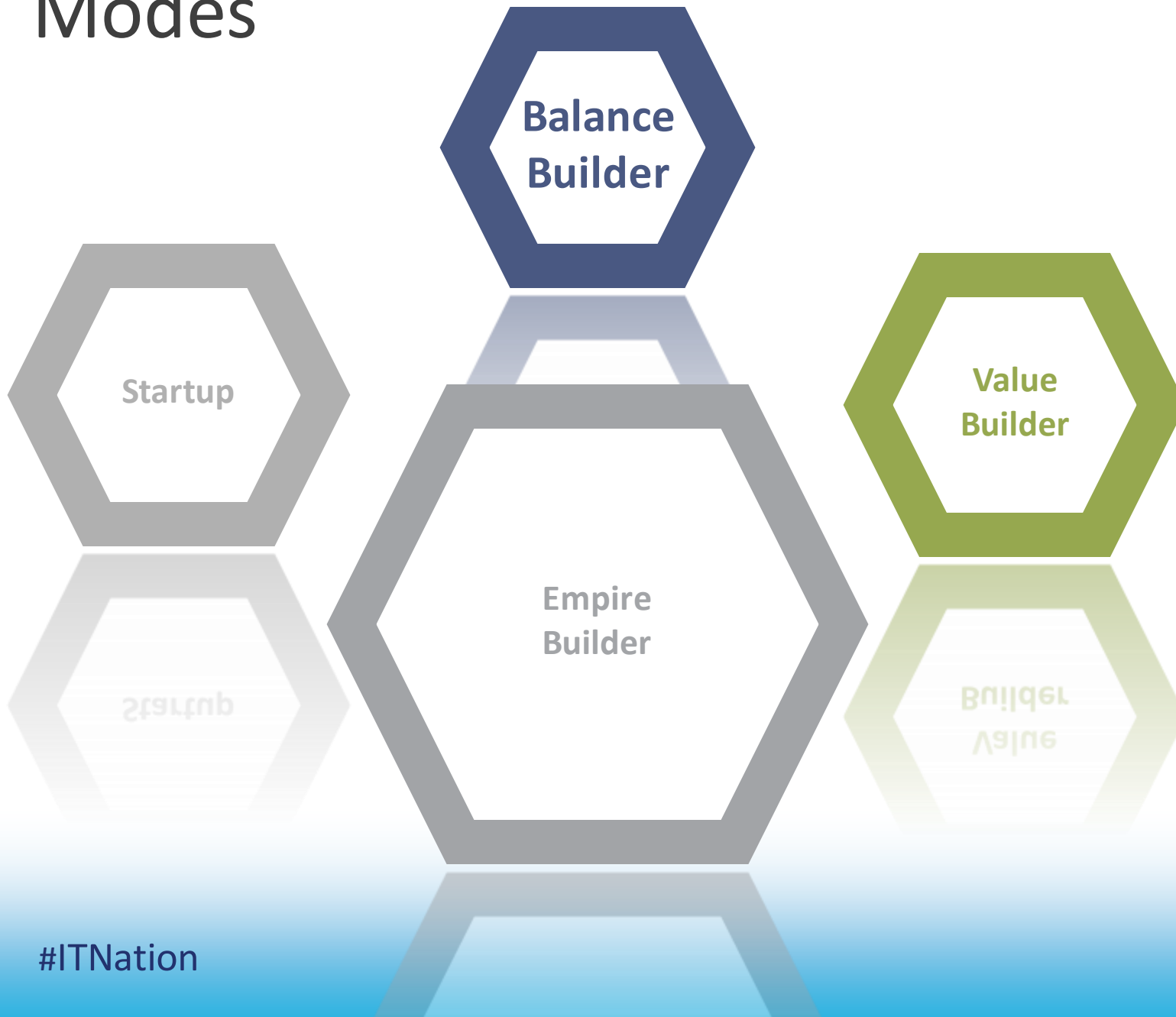
Balance Builder: You want success, but you won't sacrifice your personal life for aggressive financial results.

Modes



Value Builder: You want to build consistent, long-term value through both growth and best-in-class profitability.

Modes

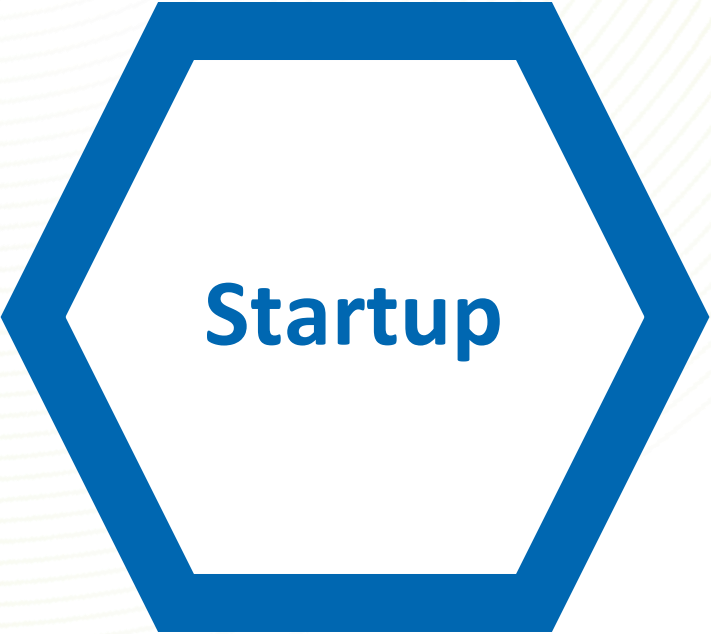


Empire Builder: You want swift growth and will make short-term sacrifices for substantial financial opportunity.

Owner Led Sales

Why is building a sales (and marketing) engine so hard?

Structure by Mode



Owner

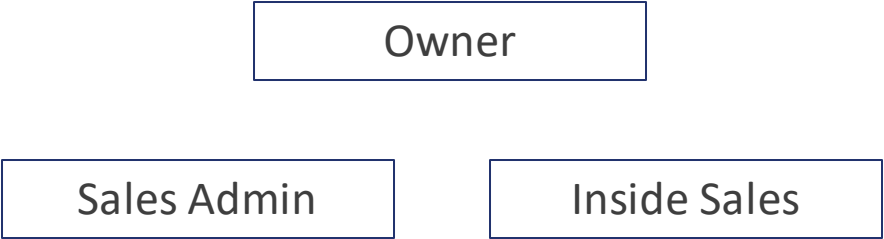
Sales Admin

Structure by Mode

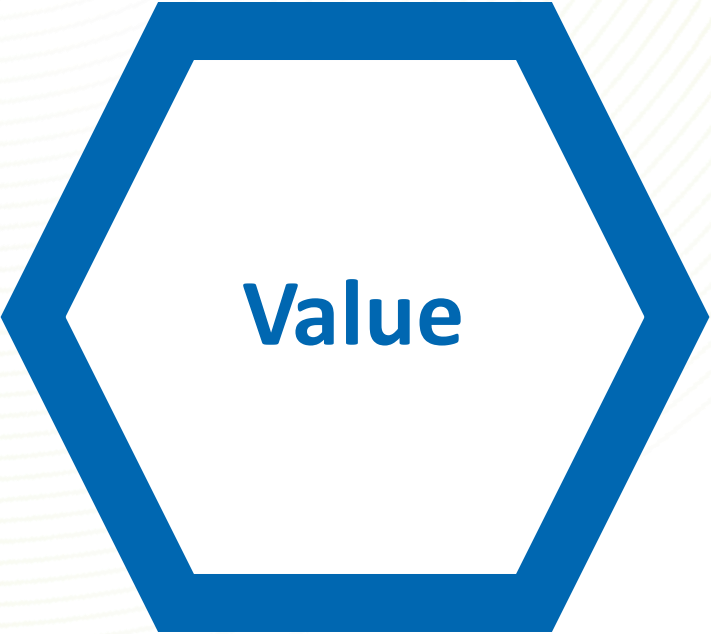


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#ITNation



Structure by Mode



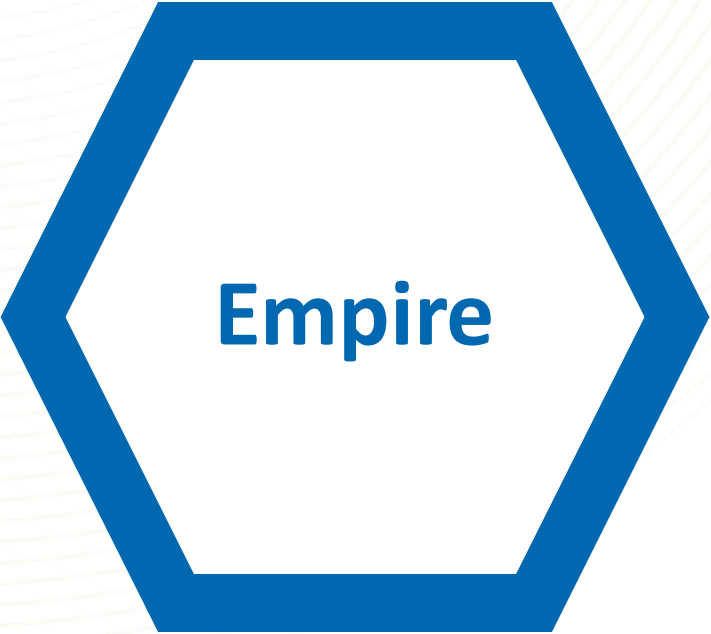
Sales Admin

Owner

Inside Sales

Outside Sales

Structure by Mode



CEO/Owner

Sales Manager

Sales Admins

Sales Engineers

Outside Sales

Inside Sales

The Basics – How Much Can You Afford

Sales Department Salary Expense - 10.4 % of GM is BIC

Sales Department Salary Expense - 4.3 % of Rev is BIC

Revenue	GM\$	4.3% Revenue	10.4 % GM	Owner 50% of 100K	Staff
\$ 1,000,000	\$ 500,000	\$ 43,000	\$ 52,000	\$ 50,000	\$ 2,000
\$ 2,000,000	\$ 1,000,000	\$ 86,000	\$ 104,000	\$ 50,000	\$ 54,000
\$ 3,000,000	\$ 1,500,000	\$ 129,000	\$ 156,000	\$ 50,000	\$ 106,000
\$ 4,000,000	\$ 2,000,000	\$ 172,000	\$ 208,000	\$ 50,000	\$ 158,000
\$ 5,000,000	\$ 2,500,000	\$ 215,000	\$ 260,000	\$ 50,000	\$ 210,000
\$ 6,000,000	\$ 3,000,000	\$ 258,000	\$ 312,000	\$ 50,000	\$ 262,000
\$ 7,000,000	\$ 3,500,000	\$ 301,000	\$ 364,000	\$ 50,000	\$ 314,000
\$ 8,000,000	\$ 4,000,000	\$ 344,000	\$ 416,000	\$ 50,000	\$ 366,000
\$ 9,000,000	\$ 4,500,000	\$ 387,000	\$ 468,000	\$ 50,000	\$ 418,000
\$ 10,000,000	\$ 5,000,000	\$ 430,000	\$ 520,000	\$ 50,000	\$ 470,000

The table assumes all services and managed to 50% Service Gross Margin

The Basics – How Much Do They Need to Sell

Sales Multiple of Wages – BIC 9.6

<u>Remuneration</u>	<u>GM\$ at 4X</u>	<u>Revenue at 4X</u>	<u>GM\$ at 9.6X</u>	<u>Revenue at 9.6X</u>
\$ 50,000	\$ 200,000	\$ 400,000	\$ 480,000	\$ 960,000
\$ 60,000	\$ 240,000	\$ 480,000	\$ 576,000	\$ 1,152,000
\$ 70,000	\$ 280,000	\$ 560,000	\$ 672,000	\$ 1,344,000
\$ 80,000	\$ 320,000	\$ 640,000	\$ 768,000	\$ 1,536,000
\$ 90,000	\$ 360,000	\$ 720,000	\$ 864,000	\$ 1,728,000
\$ 100,000	\$ 400,000	\$ 800,000	\$ 960,000	\$ 1,920,000
\$ 110,000	\$ 440,000	\$ 880,000	\$ 1,056,000	\$ 2,112,000
\$ 120,000	\$ 480,000	\$ 960,000	\$ 1,152,000	\$ 2,304,000
\$ 130,000	\$ 520,000	\$ 1,040,000	\$ 1,248,000	\$ 2,496,000
\$ 140,000	\$ 560,000	\$ 1,120,000	\$ 1,344,000	\$ 2,688,000
\$ 150,000	\$ 600,000	\$ 1,200,000	\$ 1,440,000	\$ 2,880,000

The table assumes all services and managed to 50% Service Gross Margin

Why is this so hard?

- Business math
- Salespeople in a technical company
- Small business owners buy from small business owners
- As you grow and rely on non-referral leads, you must establish and sell trust
- From \$1 to \$10 million in revenue, your TCP (target customer profile), your tech stack, and your processes will change multiple times

Pre-Empire Builder Mode—What must you do?

- Understand your financials and what you can afford to spend on sales and marketing
- Leverage part-time people, outside resources, and lead-gen help as much as possible to put the owner in their HABU (highest and best use)
- Business plan your revenue generation and learn to manage your pipeline for activities and dollars (both revenue and margin)
- Learn to communicate your value proposition and build trust with cold leads

Enter the ConnectWise Partner Program

ConnectWise Partner Program

The Partner Program is open to all ConnectWise partners

REGISTERED PARTNER

Grow at your own pace



SELF-PACED JOURNEY

- Access to on demand education
- Exclusive Partner Portal access
- Brandable marketing assets
- Marketing automation platform
- Free fundamentals certification

ACCELERATE PARTNER

Customizable, designated journeys



BUSINESS READINESS

- Sales, marketing, tech readiness
- Optional internal assessment
- Implement CW cybersecurity
- Pricing and bundling tips
- Free advanced certifications



SELLING TO CLIENTS

- Dedicated partner development manager
- Marketing concierge
- Market development funds
- Pre-sales resources
- Client campaigns






















SELLING TO PROSPECTS

- Dedicated partner development manager
- Marketing concierge
- Prospect list building
- Prospecting campaigns
- Co-op funds



Partner Program Resources

 All Content 692 Files	 Info Sheets / eBooks 44 Files	 Call Scripts 4 Files	 Emails 118 Files	 Partner Campaigns 23 Files
 Infographics 36 Files	 Presentations/Proposals 11 Files	 Landing Pages & Web C... 44 Files	 Social Media/Blogs 56 Files	 Videos 90 Files
 Events / Webinars 26 Files	 Marketing Training/Reso... 11 Files	 Sales Training 21 Files	 Product Resources 12 Files	 Translated Campaigns 7 Files
 Marketplace Cybersecur... 375 Files	 Partner Program Newsle... 18 Files	 Newsletter Templates 3 Files	 Cyber Alerts 4 Files	

Partner Program Accelerate Assistance (\$400/month)

Marketing:

- MDF
 - Grant (one-time \$1500 upfront)
 - Co-op (10% of growth)
 - AD Hoc – ROI planning together
- Marketing Concierge Support
 - Event planning
 - Launching campaigns
 - Help building marketing plans
- Principal Solution Advisors
 - Traveling resources that will attend and speak at your events

Sales:

- Partner Development Manager
 - Sales training
 - Co-sell – on calls with you as needed
 - Sales engineering to do end user demos
 - Sales certifications

Help By Mode

Starter Plan by Mode

Startup—Build up your Support and Marketing

- Generate leads
- Funnel management
- Hone and document your value proposition, narrative, and scripts
- Build a marketing plan to maximize referral familiar business

Balance Builder—Add Inside Sales

- Startup builder prerequisites
- Tier your clients
- Integrate security into your QBRs
- Know your sales and marketing budget
- Measure activities and productivity of inside sales reps
- Build sales management and rhythm consistency

Value Builder—Add Outside Sales and Marketing

- Startup and balance builder prerequisites
- Reevaluate your target customer profile
- Build a marketing plan to generate leads
- Operationalize your revenue growth plans
- Build a proper commission plan for outside sales for your business
- Build pipeline management system and rhythms

Empire Builder—Scalability

- Hire a sales manager/CRO
- Integrations management office—centralize and make the integration of new acquisitions/offices/clients consistent
- Opportunity qualifying and weighting
- Vendor/product management plan
- Build scalable sales training
 - Industry
 - Your company
 - Your stages/pipeline management
 - General skills—qualifying, handling objections, closing, etc.

Review and Next Steps

Starter Plan by Mode

Partner Program Mode Starter Plan

Take the Modes Assessment: www.connectwise.com/Modes

Email me your Mode

Resources:

- Basic financial planner
- Operationalizing your business plan
- Basic path through the Partner Program resources

Don't forget to fill out your

SESSION SURVEY