

pax8Academy

SELLING TO YOUR PERFECT CLIENT

Syllabus

Course Overview

Selling to your Perfect Client is a 4-session, live-instruction, virtual course that will help you define and find your perfect client. As a busy MSP, you have limited time and budget for selling. By identifying and working with perfect clients, you can use your resources efficiently and make a greater impact on your business.

The goals of this course are to:

1. Understand why you need to define your perfect client.
2. Know how to define your perfect client.
3. Learn how to turn a perfect prospect into a perfect client.

Develop a proven strategy to get referrals, know who you want as a client, and what to say to prospects so you stand out. Prospects will know what you do and how you can help *them*.

Do not take this course if you are hoping to sit in the back of the class and not participate. You will be asked to share and get involved to get the most out of the course – and you might even have some fun!

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP sales expert.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and resources.

Learning Objectives

By attending this course, you will:

- Be able to define your perfect client.
- Create an elevator pitch, or a 30-second explanation of why an SMB would want to work with you.
- Learn how to get a 5 minute meeting with your top prospects.

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Session 1: Defining your perfect clients
 - What does success in sales look like to you?
 - What is the difference between sales and marketing?
 - Characteristics to include (and what not to include) in the definition of your perfect client
- Session 2: Delivering a 30-second explanation
 - How to answer the question “What do you do?” and turn it into a conversation
 - Discussing value, not price
 - What makes you unique?
- Session 3: Finding your perfect clients
 - Present your 30-second explanation
 - Referral programs that work (and those that don’t)
 - Purchasing a list with characteristics of your perfect client and what to do with it
- Session 4: How to turn your perfect prospect into your perfect client
 - Goals of a 5-minute meeting and guidelines for running one
 - Follow up after a 5-minute meeting
 - How the 5-minute meeting fits into your sales process

Instructor



Jeremy Nelson
Sales Coaching Manager

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Testimonials

“I highly recommend this training for individuals who are new to the MSP space and/or are new to selling. The strategic selling tactic taught in this class has really jump started our new MSP business.”

-A. Gasswint, SimpleITSM

“Jeremy Nelson helped cut through the noise of sales and narrowed down a solid approach to generating business for managed service providers.”

-T. Bechel, SimpleITSM

“Jeremy was great! Very funny and always willing to answer any questions you have.”

-J. Koren, SCYBER

Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
 - [Sales Skills 101](#)
 - [Improving your Sales Machine](#)
 - [Marketing for First Time MSP Business Owners](#)
- Instructor Led Course
 - [Jumpstart your MSP Sales Machine](#)
- Peer Groups
 - [Join a Sales and Marketing or Owner Peer Group](#)
- Coaching
 - [Sign up for Sales or Operations Coaching](#)