



# **Managed IT Services: A Quick Guide for Sales**

Rev 1.0

# 1. Conversation Starters

1. **“How do you currently handle tech issues when they arise?”**

Opens the door to discuss the client’s lack of a dedicated IT team, highlighting the value of a managed service.

2. **“Have you ever lost business or valuable data because of a system outage or malware?”**

Emphasizes the operational risks and potential financial impact of not having robust IT support.

3. **“Would predictable monthly or yearly IT costs help you budget more effectively?”**

Positions managed services as a stable, cost-effective solution for SMBs with tight budgets.

4. **“Do you worry about compliance, cybersecurity threats, or simply keeping your systems up-to-date?”**

Shows that professional support addresses security, patching, and compliance concerns.

5. **“How would an affordable, expert-led IT solution help you focus on what you do best—serving your customers?”**

Underscores how managed services free owners and staff from tech headaches, so they can focus on core business tasks.

# 2. Key Selling Points

1. **Cost-Effective Expertise**

Hiring a full-time IT team can be expensive. Our tiered plans offer professional support at a fraction of the cost.

2. **Proactive Monitoring & Maintenance**

Instead of waiting for things to break, we monitor systems continuously to prevent outages and reduce downtime.

3. **Flexible, Scalable Plans**

Whether a small local shop with minimal needs or a growing business with more complex requirements, we have a suitable plan.

#### 4. Local, Personalized Support

As a local provider, we understand your specific challenges and can offer prompt, friendly service—on-site or remotely.

#### 5. Peace of Mind

From daily help desk issues to advanced security measures, we handle it all—letting you focus on managing and growing your business.

### 3. Plan Overview

We offer **Basic**, **Standard**, and **Premium** tiers, available on a **monthly** or **yearly** basis. All prices are per user.

#### Plans

Plan	Price per Endpoint	Key Features
<b>Basic</b>	\$70 Monthly \$720 Yearly	<ul style="list-style-type: none"><li>• 8×5 Remote Help Desk Support With Regular SLAs</li><li>• Includes 5 support hours/month; additional hours at \$150/hr</li><li>• Bi-monthly Windows &amp; Mac Patching</li><li>• Quarterly Device Inventory &amp; Status</li><li>• Baseline Security Hygiene Implementation &amp; Monitoring</li><li>• Monthly Device Health Checks With Remediation</li><li>• Software Inventory &amp; License Tracking</li><li>• User Account Creation &amp; Management</li></ul>
<b>Standard</b>	\$120 Monthly \$ 1,260 Yearly	<ul style="list-style-type: none"><li>• 8×5 Remote Help Desk Support With Priority SLAs</li><li>• Includes 8 support hours/month; additional hours at \$125/hr</li><li>• Monthly Windows &amp; Mac Patching</li><li>• Quarterly Device Inventory &amp; Status</li><li>• Baseline Security Hygiene Implementation &amp; Monitoring</li><li>• Monthly Device Health Checks With Remediation</li><li>• Software Inventory &amp; License Tracking</li><li>• User Account Creation &amp; Management</li><li>• Monthly Website Security Scan &amp; Monitoring</li><li>• Monthly Security Posture &amp; Health Dashboard Reports</li><li>• Annual On-site IT Audit</li><li>• Managed EDR/MDR</li><li>• Complimentary access to Datagrasp.io for HIPAA/NIST CSF compliance</li></ul>

**Premium** \$200 Monthly  
\$2,220 Yearly

- 24x7 Remote Help Desk Support With Priority SLAs
- Includes 10 support hours/month; additional hours at \$100/hr
- Bi-weekly Windows & Mac Patching
- Monthly Device Inventory & Status
- Strong Security Hygiene Implementation & Monitoring
- Monthly Device Health Checks With Remediation
- Software Inventory & License Tracking
- User Account Creation & Management
- Monthly Website Security Scan & Monitoring
- Monthly Security Posture & Health Dashboard Reports
- Annual On-site IT Audit
- Managed EDR/MDR With Integrated Threat Detection & Response
- Complimentary access to Datagrasp.io for HIPAA/NIST CSF compliance
- Backup Orchestration & Disaster Recovery
- Advanced Internal Audit & Compliance Reporting (HIPAA/PCI DSS/ISO 27001/NIST CSF)

## 4. Common Questions & How to Answer Them

### Q1. “Why do I need managed IT services if I’m a small business?”

#### Short Answer:

Even small businesses face security threats and downtime risks. Managed IT ensures your systems run smoothly without requiring an in-house tech team—saving you money and reducing stress.

#### Why It Matters:

- Demonstrates that size doesn’t negate IT needs.
- Shows cost-effectiveness.

### Q2. “What kind of support can we expect day-to-day?”

#### Short Answer:

All plans include remote help desk support, with on-site visits where needed (varies by plan). If something breaks or you have a question, our experts are just a call or email away.

#### Why It Matters:

- Provides reassurance about responsiveness.
- Highlights that small businesses won’t be left to fend for themselves.

### Q3. “How do I decide between Basic, Standard, and Premium?”

**Short Answer:**

Basic is great if you need essential maintenance and quick remote support. Standard is ideal for those who want added monitoring, some on-site support, and monthly reporting. Premium is for businesses that need round-the-clock, high-level security and reliability.

**Why It Matters:**

- Helps clients self-select based on needs and budget.
- Reinforces the benefits of upgrading for more robust features.

**Q4. “Is it difficult to switch from my current setup?”****Short Answer:**

We handle onboarding, device assessments, and migrations. You’ll experience minimal downtime, and we’ll keep you informed every step of the way.

**Why It Matters:**

- Addresses concerns about complicated transitions.
- Positions us as a seamless, guided partner.

**Q5. “How do you keep our systems secure?”****Short Answer:**

Even at the Basic level, we provide Windows OS patching. Higher tiers add next-gen firewalls, advanced endpoint protection, and vulnerability scans—protecting you against evolving threats.

**Why It Matters:**

- Underlines our proactive security measures.
- Encourages a higher tier for comprehensive coverage.

**Q6. “Is there a discount for choosing a yearly plan?”****Short Answer:**

Yes, our yearly rates are lower per user, offering a more cost-effective option while delivering the same quality support.

**Why It Matters:**

- Encourages long-term commitment with potential savings.
- Helps SMBs manage annual IT costs more predictably.

**Q7. “Will I lose control of my IT by outsourcing?”**

### **Short Answer:**

Not at all. We act as your extended IT partner. You remain in control of final decisions; we simply handle the day-to-day tasks and offer expert guidance so you can focus on your core business.

### **Why It Matters:**

- Alleviates fear of losing autonomy.
- Reinforces the partnership mindset.

## **5. Sample Conversation Flow**

### **1. Discovery & Pain Points**

“Hi [Prospect Name], thank you for your time. What are your biggest IT challenges right now—system crashes, outdated software, security worries?”

### **2. Emphasize SMB-Specific Needs**

“Many small businesses struggle because they don’t have an IT team in-house. Our plans are built to give you expert support without the overhead.”

### **3. Introduce Plans & Match to Budget**

“We offer three tiers—Basic, Standard, and Premium. If you mainly need help desk support and essential patching, Basic could fit. For more advanced security or 24×7 coverage, Standard or Premium might be best.”

### **4. Address Concerns & Questions**

“We coordinate onboarding so it’s simple for you. Plus, as a local partner, we can come on-site when you need hands-on support.”

### **5. Close**

“Let’s set up a quick review of your current systems to see which plan aligns with your needs and budget. Sound good?”

## **6. Key Takeaways for Account Executives**

### **1. Focus on Pain Relief:**

Emphasize how managed IT offloads daily tech burdens and security worries from small business owners.

### **2. Highlight Predictable Budgeting:**

Stress that SMBs can choose a monthly or yearly plan for stable, transparent costs.

**3. Reassure on Control & Simplicity:**

Clients stay in charge; our team just handles tasks they don't have time or expertise for.

**4. Show Quick Wins:**

Whether it's immediate help desk support or proactive monitoring, illustrate how fast we can solve problems.

**5. Promote Long-Term Partnership:**

We scale alongside the client's business, adding features or migrating tiers as their needs grow.