

Got Re-occurring Revenue? We Do!

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Business Strategy Speaker – www.StartSimple.net

Business owners attributes 5 years ago vs today!

Previously

- Approval structure tech pushed through line of business leadership didn't question it.
- Presentation technical focused.
- Large upfront professional services hours based.

Today

- Communicate your message to right audience.
- Understand how to motivate your staff for your goals (KPI's).
- How to lead creating value in your customer presentations
- Customer pricing not based on hours anymore based off bundled packages to create value

What you will get in this presentation

Commitment to change your business how to be “All In”.

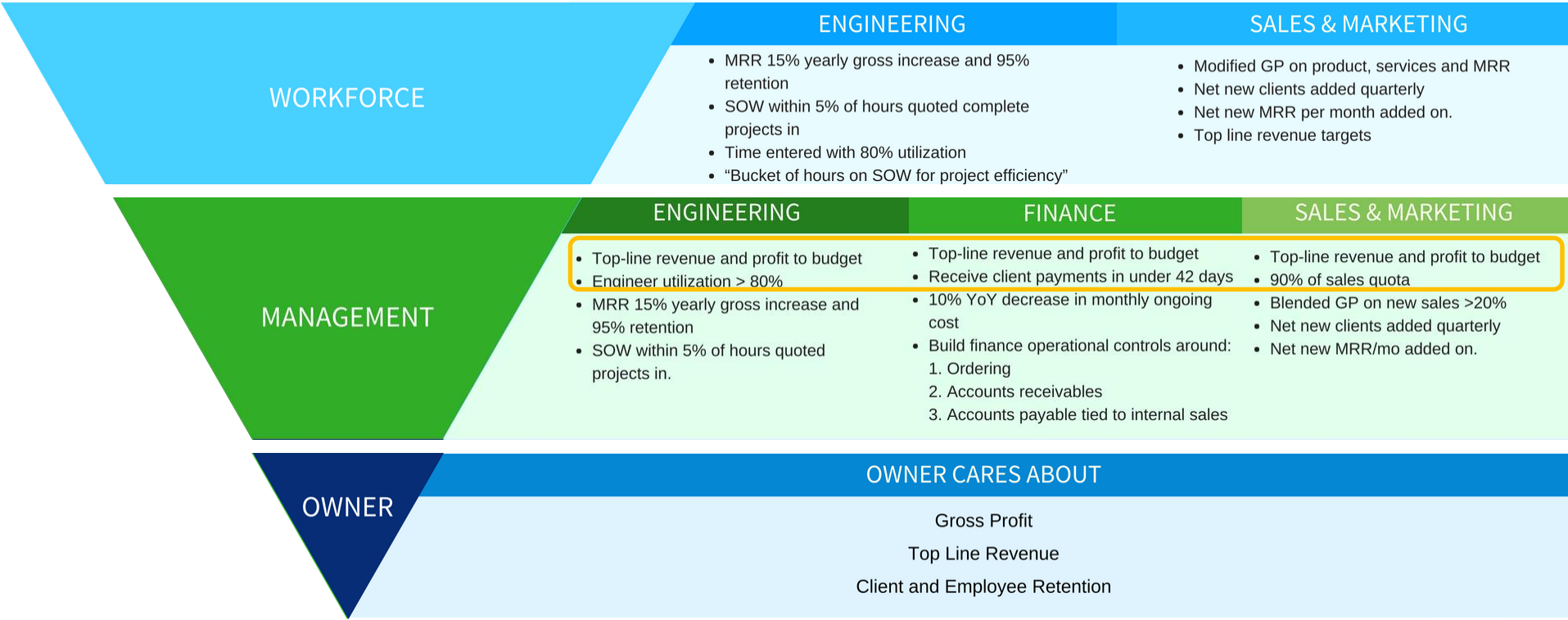
“Lead from behind” Empower your workforce via KPI’s.

How to message to your target audience not IT staff.

How to package products to be more profitable.



Business Alignment



Value = Marketing Led Sales vs Service Led Sales

- Your customer says "Too expensive!" I say you didn't create enough value.
- How do you get people to hear about your product and understand it?



Creating Value – Challenge

How do you create value for your services and justify your prices?

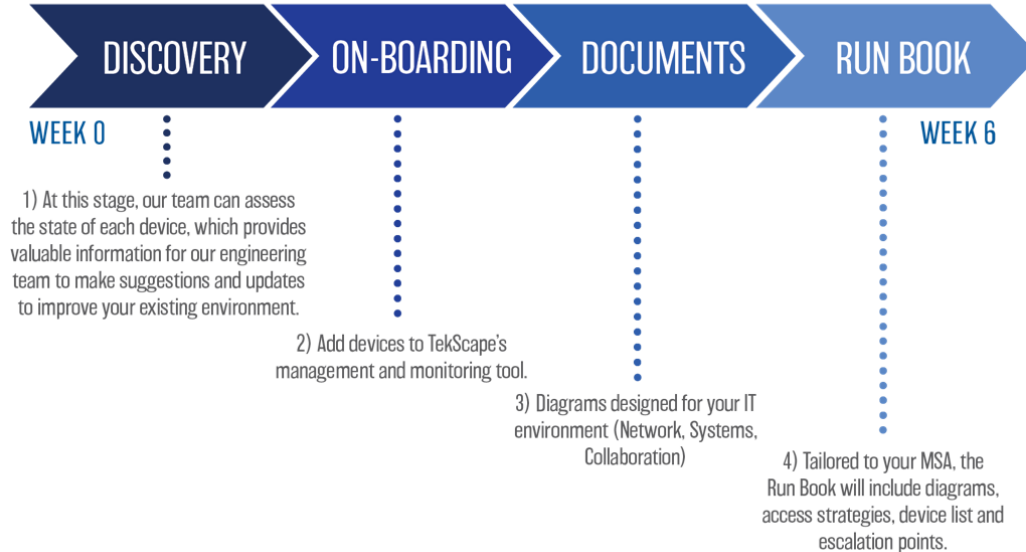
- *Make messages easy to understand with key points.*
- *If someone thinks something is too expensive, you didn't develop enough **perceived value**. Value is determined by a few things:*
 - **Scarcity (Gold, Bitcoin)**
 - **Perceived Value (Air Jordans)**
 - **Perceived Value + Scarcity (Andy Warhol Painting, Prince Guitar)**
- *When creating a sales presentation the presentation is the most important part. Here is an example.*

Creating Value MSA's– Solutions

Create a simple approach that is easy to understand and follow.

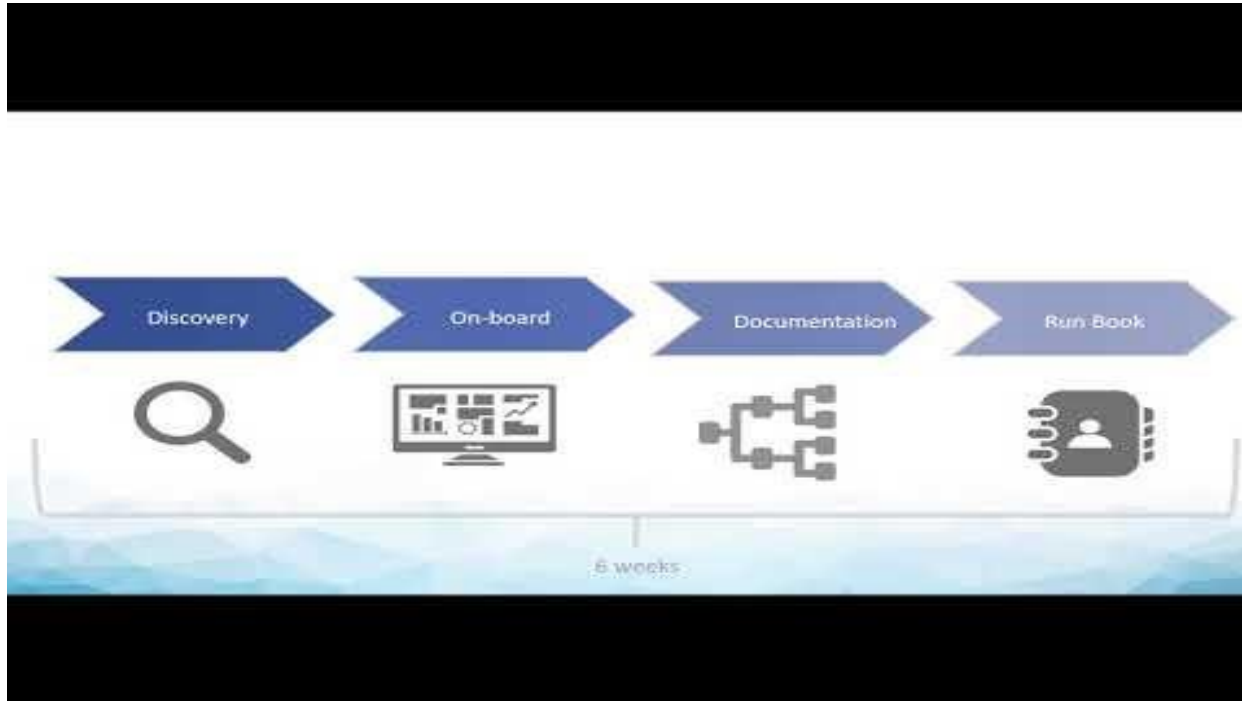
OUR APPROACH

At TekScape, we break down the introduction to managed services into four parts so that our clients have visibility and transparency into projects.



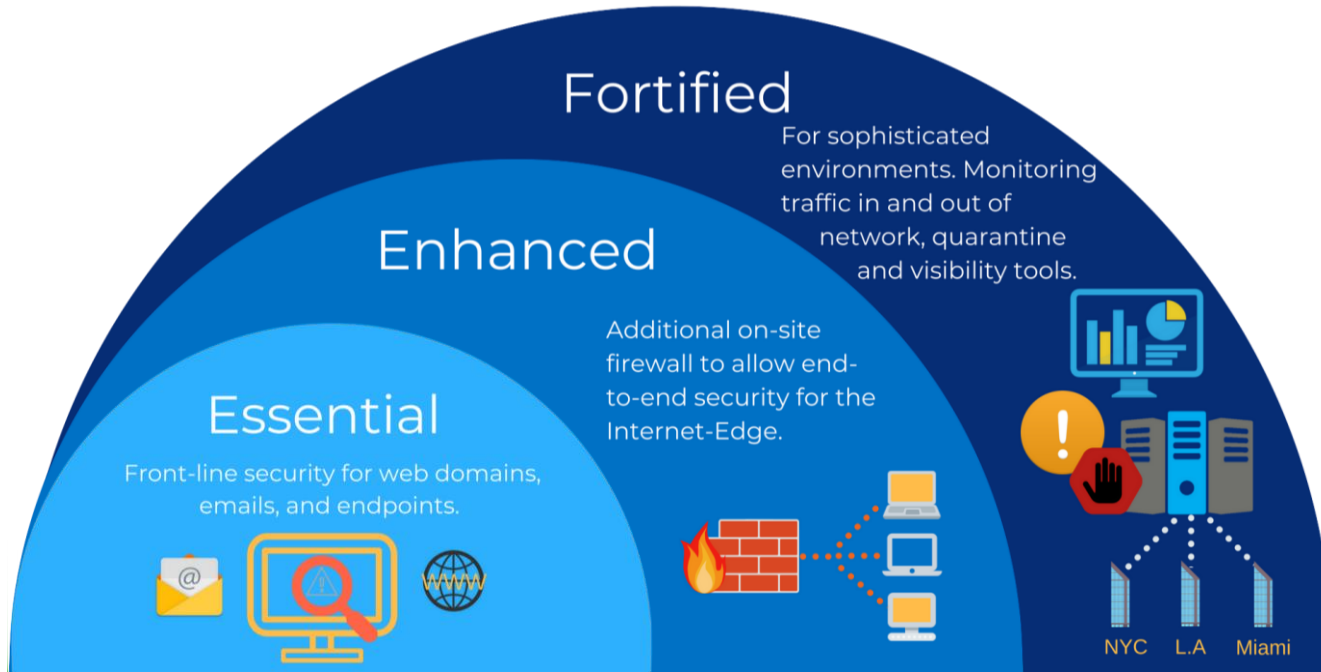
Sales & Marketing – Solutions

Promotional Videos are easy to digest and give your brand personality.



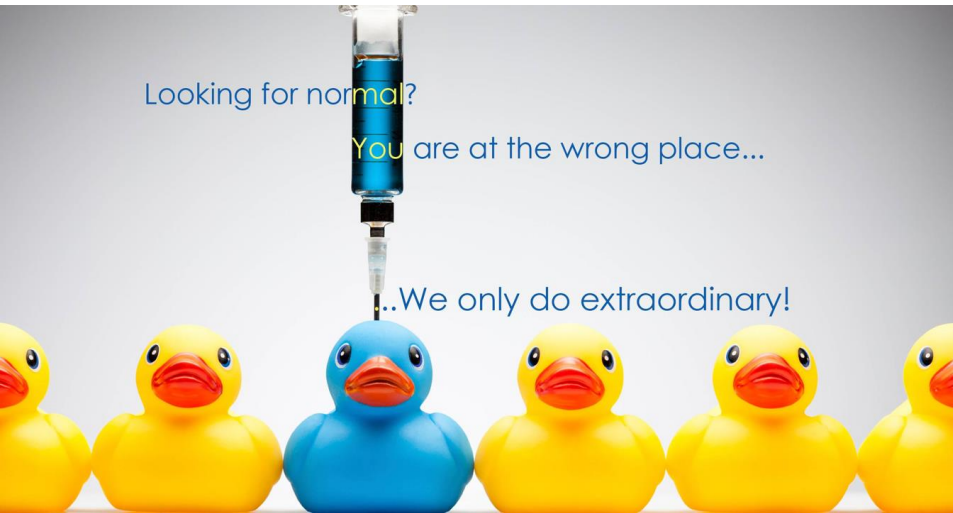
Bundle Services

Make them easy to understand and see where your market lies.

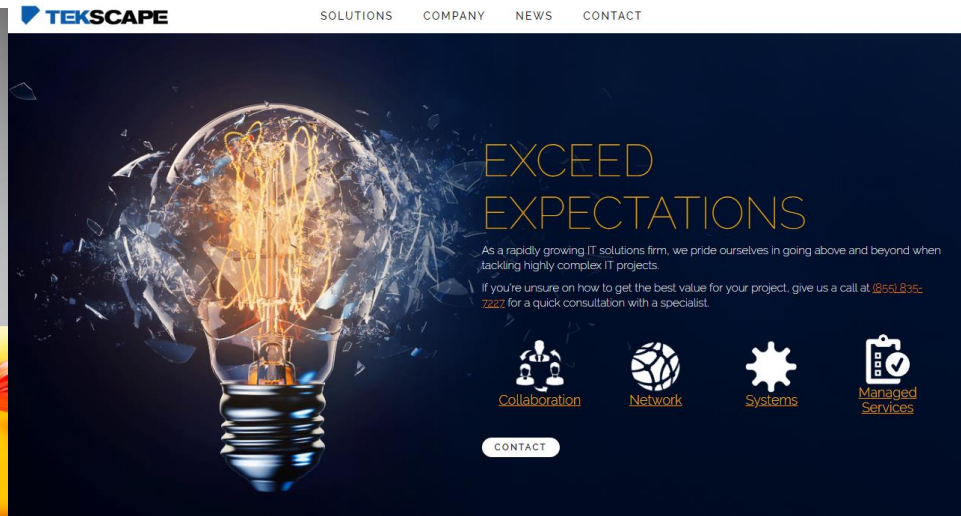


Sales & Marketing – Solutions

Your website is your company face. Make sure it is presentable and continue to make changes.



Before



After