

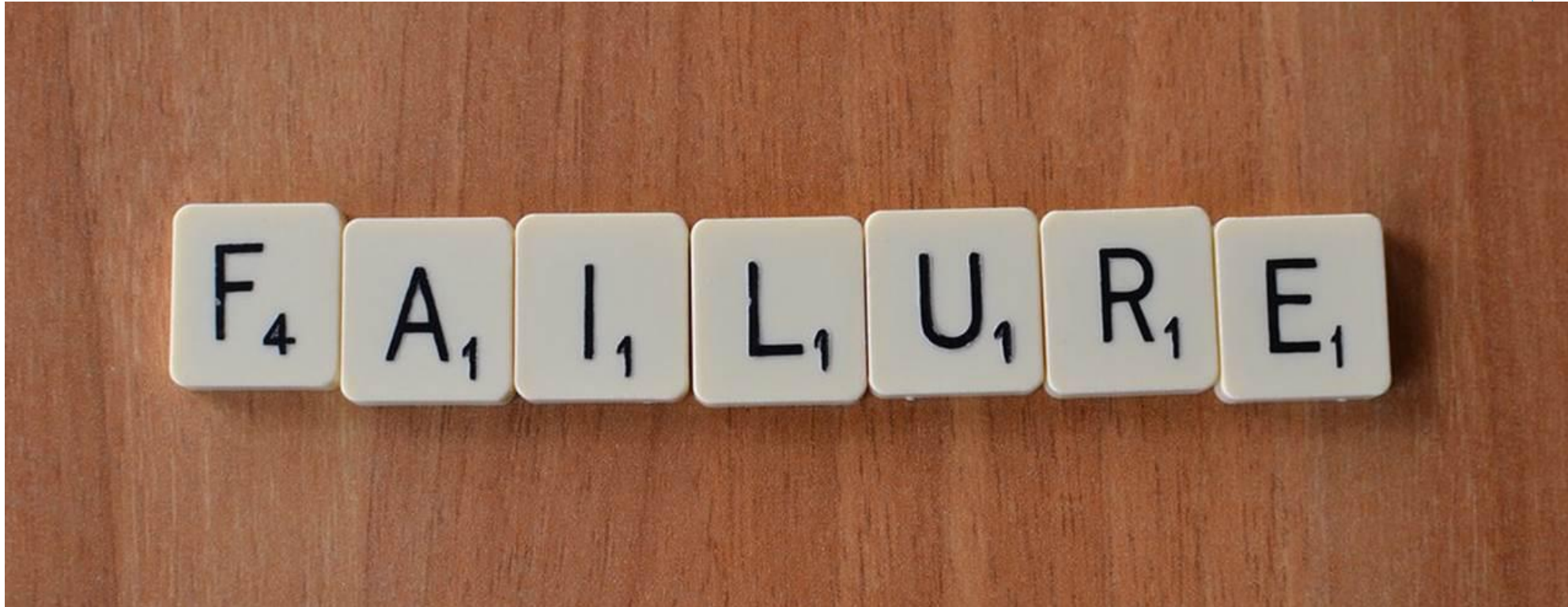
David Smith



Losing Your Biggest Customer

IMPOSTER SYNDROME

High-achieving individuals marked by an inability to internalize their accomplishments and a persistent fear of being exposed as "fraud".





MSPWorld
POWERED BY MSPAlliance®

#MSPWorld #MSPAlliance

Problems within TekScape

2013

2015



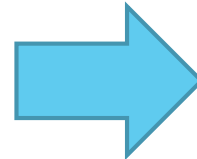
- ▶ 1. No Accountability Amongst Staff
- ▶ 2. Insufficient Organization Structure
- ▶ 3. Operational Inefficiencies
- ▶ 4. No Ability to Attract New Clients
- ▶ 5. No Alignment of Compensation

Problem: No Accountability Amongst Staff

Solution: Restructuring roles

“Build it the way it should be or burn it to the ground” - Dave Smith

- ▶ Defined role description with tasks and responsibilities
- ▶ Performance metrics (#of calls per day - \$Revenue Goal - #ofleads - #service tickets)
- ▶ Structured day-to-day activities



Increased
Accountability

Problem: Insufficient Organization Structure

Solution: Organizational chart with specialized roles

- ▶ When you grow, you need to start creating specialized roles
 - ▶ Better for **accountability** and problems can be better traced and corrected
 - ▶ People become **experts** in what they do, rather than *okay* at everything

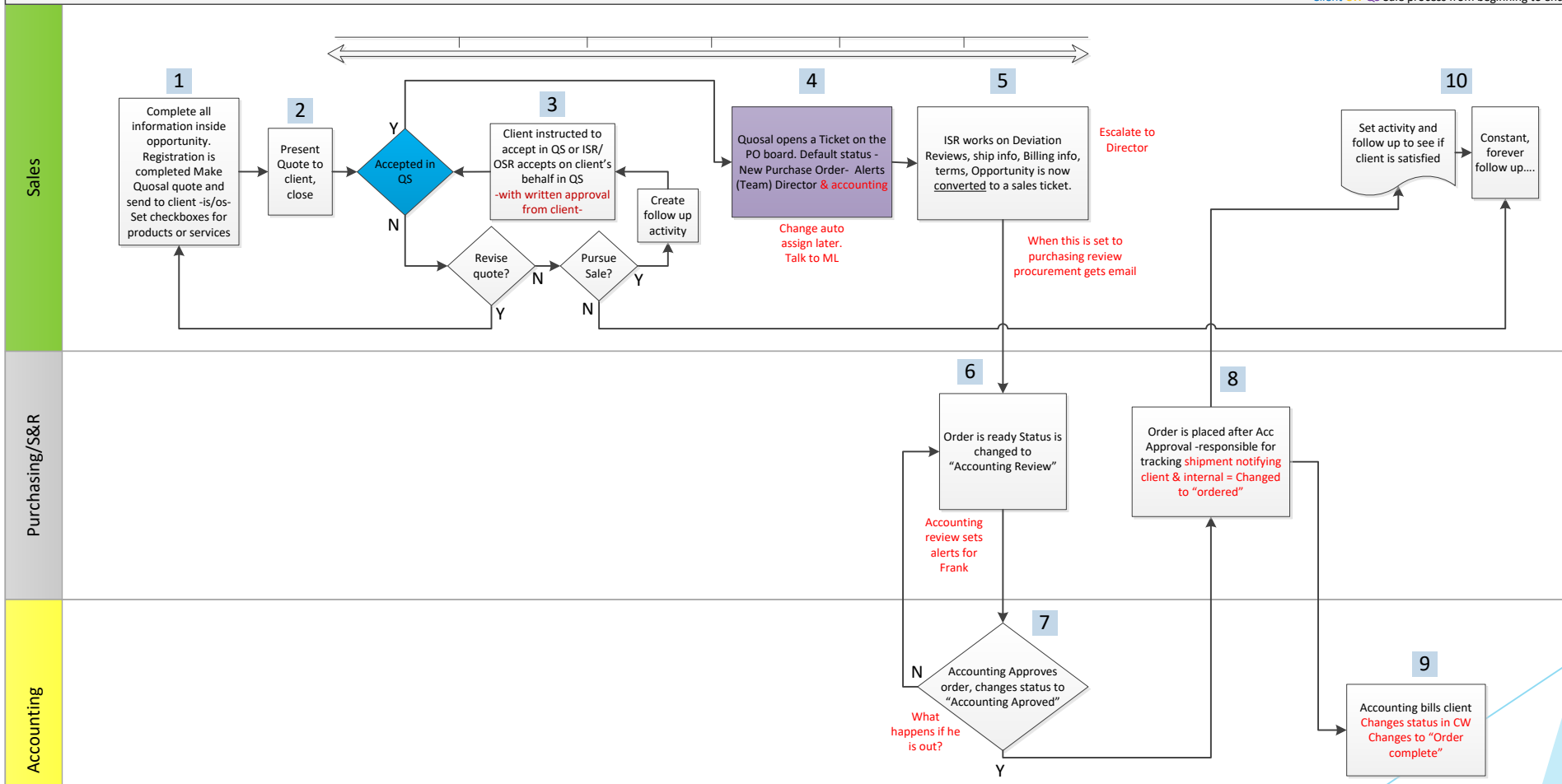
Objective: Create clear escalation points that empower management staff to take decisions without running everything through Dave Smith

Problem: Operational Inefficiencies

Solution: Procedures and Process

Sale Process Overview (Hardware Sale)

Client CW QS Sale process from beginning to end



Problem: No Ability to Attract New Clients

Solution: Build a stronger Sales Pipeline

Sales Funnel

Summary Level: 1.0 TekScope IT Sales Rep: _____ Close Date: This Quarter
Department: _____ Inside Rep: _____ Sales Team: _____

Stage	Open Opportunities	Revenue (in thousands)	Expected (in thousands)
<u>Prospect</u>	31	107	13
<u>Qualification</u>	4	155	22
<u>Quote</u>	44	1506	890
<u>Evaluation</u>	42	1792	1080
<u>Commitment</u>	5	450	405
Total	126	4011	2409
Won	61	380	351
Lost	14	0	0

Problem: No Ability to Attract New Clients

Solution: New Marketing Department

- Prospecting and Lead Generation.
 - Brand Message and Identity
 - Sales Support (Collateral - Presentations)
 - Digital Presence (Website - Social Media)
 - Lead Generation
- Marketing and Sales Alignment
- Social Capital
 - Events
 - Marketing Funds and Sponsorship
 - Hubspot Marketing Automation

A screenshot of a landing page for a Cisco report. The page has a blue geometric background. The main heading is "Executive Summary: Cisco 2017 Mid-Year Cybersecurity Report". Below the heading is a short paragraph of text. At the bottom of the page, there is a Cisco logo and the text "Resource provided by CISCO". On the right side of the page, there is a white form with a blue "Download" button. The form contains fields for "First Name", "Last Name", "Email", and "Company Name".

Executive Summary:
Cisco 2017 Mid-Year
Cybersecurity Report

This executive summary of the Cisco 2017 mid-year cybersecurity report will provide you valuable information in the latest security threats and will provide the framework to build your cybersecurity defense strategy.

Resource provided by **CISCO**

Read the Executive Summary

First Name Last Name

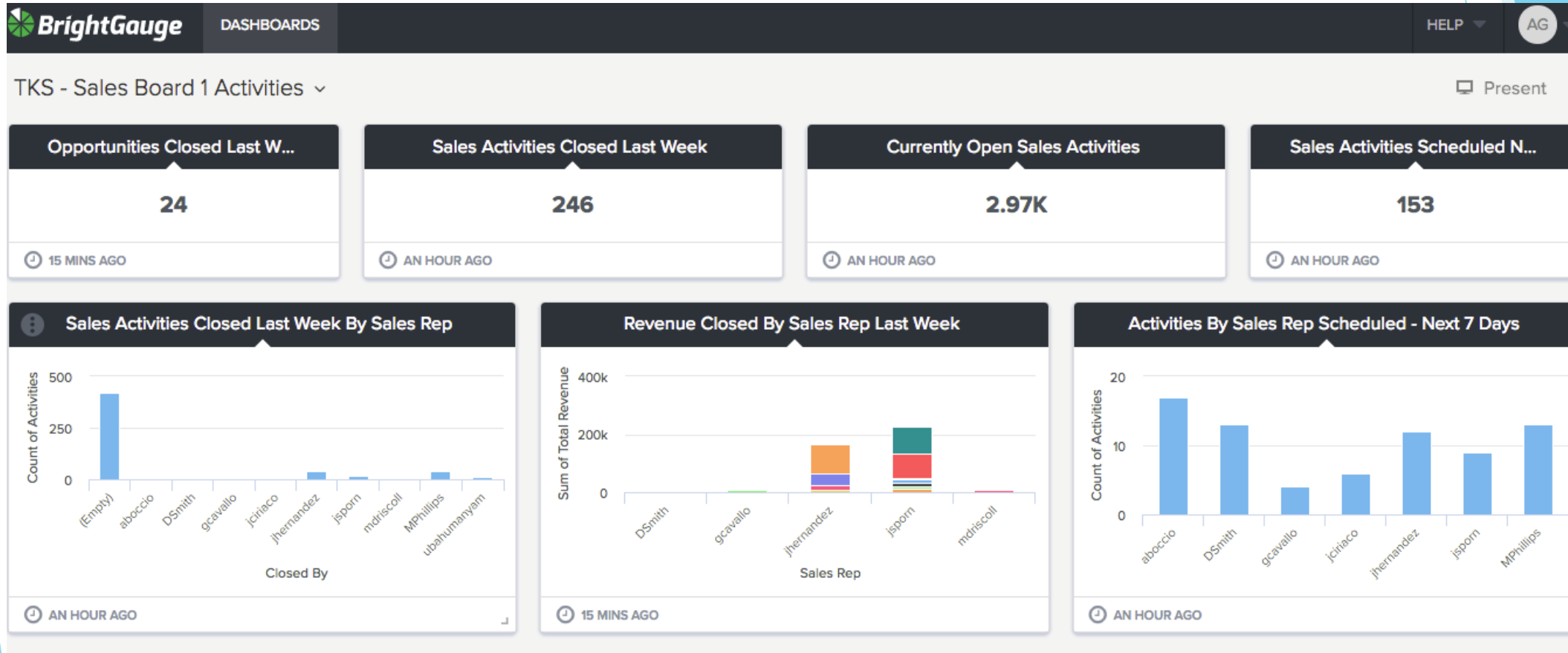
Email

Company Name

[Download](#)

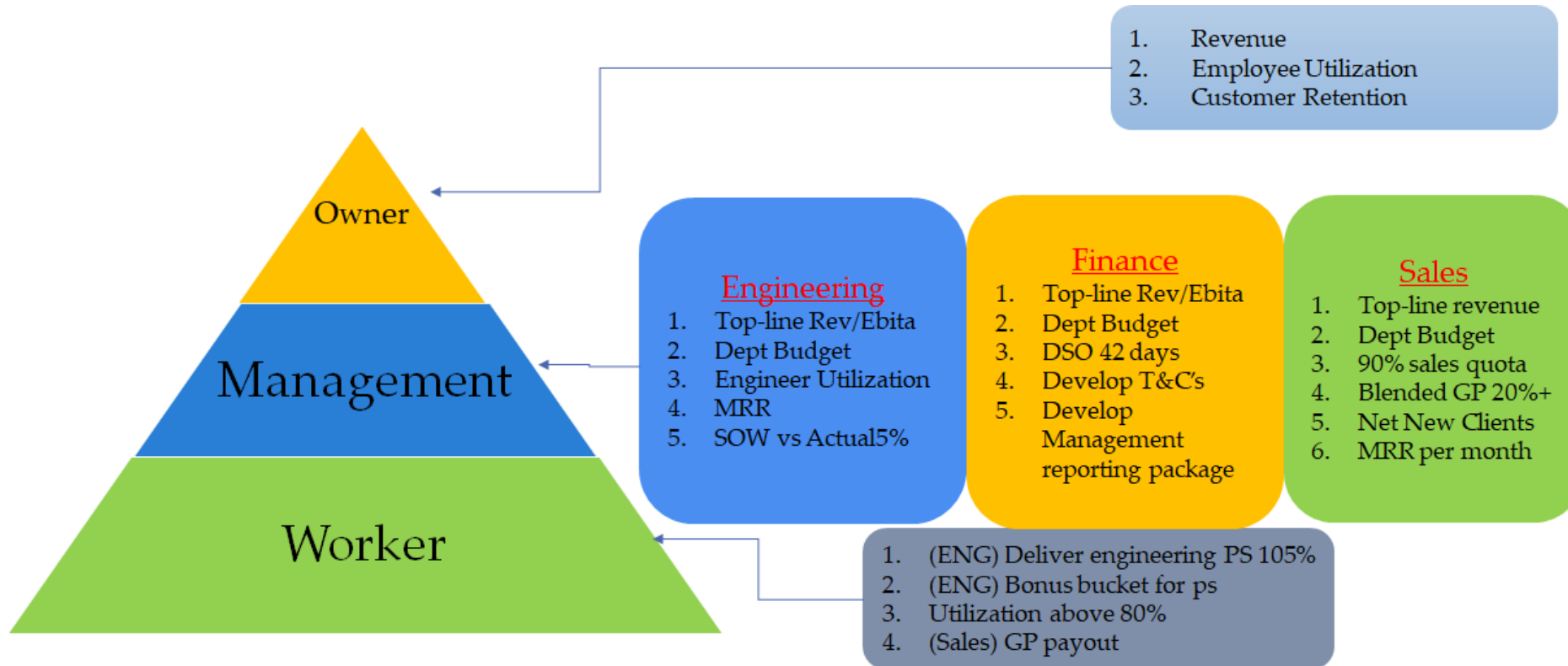
Problem: No Ability to Attract New Clients

Solution: Sales Metrics and Analytics



Problem: No Alignment of Compensation

Solution: Incentives attached to responsibilities and priorities



Takeaways

David Smith

www.startsimple.net