



How To Never Lose An IT Services Sale Over Price Or To A Cheaper Competitor

Most IT services firms stubbornly believe they lose most of their sales opportunities because prospects “don’t value IT” or simply won’t “pay that much” for quality managed services, inevitably choosing the cheapest (or cheaper) competitor. Nuts. That’s the excuse ineffective MSPs give for their failures to close a deal. If you handcuff yourself to that belief, you’ll never get down to the REAL reason prospects aren’t buying from you, which means you’ll forever struggle against it. Yes, price is ONE consideration in the buying process, but **it’s absolutely NOT the ONLY data point upon which they base their decision, PARTICULARLY WHEN YOU’RE SELLING TO CLIENTS WITH MONEY.** (Read that last sentence again. It’s important.) If ALL prospects *only* bought on price, then luxury brands could not exist, first-class on an airplane would be empty, nobody would eat at fine-dining restaurants and everyone would be living in utilitarian homes driving a used Kia Rio. In fact, **to clients with money**, being “too cheap” is a red flag and may cause a prospect to pass you over for a more *expensive* MSP.

There are ALWAYS other factors that go into making a decision about which MSP or IT services firm a company chooses. So what are they? Below is a list of critical “agreements” and feelings that can be manufactured in a marketing and sales process that will trump “cheapest price” competitors every time.

And at this year’s Cyber Security Roadshow (www.CyberSecurityRoadshow.com), I’ll be talking about how to manufacture these 9 trust-building powerhouses into your marketing and sales process so you can close more deals, faster and at a higher price point.

1. **Authenticity:** Are you telling me the truth? Are you legitimate? Can I *believe* you?
2. **Passion and Enthusiasm:** Are you SOLD? Are you genuinely passionate, inspired and excited about what you do AND are you doing it for them?
3. **Competence:** Can you be relied on to do what you say you’re going to do? Can I depend on you to actually deliver? Have you perfected/mastered the process of doing what I’m hiring you to do, or are you just winging it, learning on my dime?
4. **Is This For Me?** How appropriate are your services for me? Are they suitable for my company, my specific situation, my clients, my way of doing things? (NOTE: Everyone believes their situation/business is “different.”)
5. **Caring:** Do you genuinely care about your customers? Are you listening or are you just selling?
6. **Safest Option:** Are you the safest option? Will I look stupid for choosing you? Will I feel “had” again? (Remember the “Nobody got fired for hiring IBM”?)
7. **Do I Understand The Basic Premise?** A confused prospect never buys; they don’t need to know all the technical details, but they need to know enough to feel comfortable.
8. **Best Deal:** This is NOT about getting the cheapest price; prospects need to know if they are making the best comparative choice.
9. **Celebrity:** Are you a “household” name? Are you a “trusted brand”? Have I heard of you before? Do others like me use your services? Celebrity sells and familiarity breeds trust.