HARNESS YOUR BUSINESS TECHNOLOGY

Masters Guide

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Introduction

IT can be quite a painful topic for many business leaders. You are stressed every time you call your provider, and their band-aid approach to fixing your IT just isn't cutting it. All the techno-mumbo jumbo crap that most tech people utter when they try to explain how your system works is equivalent to a foreign language in most cases. This begs the question "How do I begin my search for better IT services?".

Thankfully, I have prepared an easy 3 step buyer's guide that will teach you how to search, find, and hire the best-quality IT services for your business. The end of this document contains a checklist you can use to filter out the bad providers and bring you directly to the best ones. You will understand the vital signs to look for and the right questions to ask that will guide you directly to a best-in-class IT service provider.

Implement the steps in this guide to stop wasting your time with your current dead-beat IT guy and fast-track the growth of your business.

Why Choose Managed IT Services?

Managed IT services are basically your business' way of hitting the "level up" button over your competition. Think about it like this:

> Let's say you get the chance to win $1 Million and all you need to do is pick anyone in the world to make a single free-throw. The catch is that they only get ONE OPPORTUNITY to make it. Who would you choose? Would you rather pick Steph Curry or your neighbor Carl who played basketball one time in 8th grade? Seems like an obvious choice doesn't it?

This analogy is the exact same thing as choosing best-in-class managed IT services over hiring cheap alternatives or your own department. When you choose the right IT service provider you're picking the BEST EXPERTS to be part of your team. This gives your business an instant competitive advantage and sets you apart from your competition because you have better tech experts that know how to maximize your business.

However, before you go typing away on the internet searching for managed IT services you need to know what to look for first. It's vital that you understand how to begin your search so you can find a high-quality provider and not some schmuck sitting in his mom's basement with a headset and a cellphone.

How to Find Great IT Services

You have already taken the first big step by reading this report. Look for an IT service provider that offers Strategic Planning, Technology Alignment, Cyber Security, Help Desk and Training. Every business needs to emphasize the importance of having top-notch cybersecurity to protect their business and their clients. In addition to cybersecurity, you should also look for companies that offer HIPAA, NIST and PCI compliance. If the provider offers all of these services and has an in-house team of employees dedicated to managing each of these roles it means they are a quality IT provider.

If they only have one or two employees they fit the stereotype of jack of all trades master of none. That is a BIG red flag. You want everything to start and end with the company you hire so they are your direct point of contact AND the ones with their own in-house team to actually process all of your requests. Having a big enough team to have specialists instead of generalists will go a long way towards stress free IT.

Another vital step in your search for a better IT service provider is to look for social proof. The key you're looking for here is to verify a clear track record of high-performance and great results from the company's clients. If you run a google search of the company you should EASILY find at least 10-15 separate positive reviews. If you can't find this information easily it's a major red flag. Not every client leaves a review, but it should be easy to find a clear history of great performance reviews if the company is worth your time.

Once you've determined the services you need for your business, verified the company offers all of those services with a specialized in-house team managing them, and you see a clear history of the company delivering high-performance results, you're ready to book your consultation. Before you do, make sure that the company's PRIMARY service is managed services. If their primary business is selling copiers, office furniture or fixing grandma's IPAD but they also do managed services that is a BIG red flag. They won't be able to help you with anything except the most basic issues.

BIG red flags (tips)

- Make sure your managed services provider handles all their operations "In-house". An easy way to find this out is to ask them how many employees they have and what their roles are. If they don't have employees who specifically manage each service IT'S A BIG RED FLAG.

- If your provider's main priority is selling another product like office supplies or copiers but they also offer "managed services" IT'S A BIG RED FLAG.You want an IT specialist not someone who does it as a side gig.

- If your current provider has less than 15 employees, IT's A BIG RED FLAG. The days when one or two IT guys could handle business issues are long gone. As the saying goes, "A jack of all trades is the master of none". Your provider should have employees specialized in Technology Alignment, Cyber Security, Networking, Help Desk, and Training.

Prepare for Your Consultation

Bring a list of all your technology expenditures for the last year. This will help answer questions about what you have in place today and provide you the information you need to understand if you should be paying more or less for IT services.

Now you've determined you want to have a conversation with a good company you found. You visit their website and book a free consultation with them right from the home page. The question is "How do you prepare for a great consultation?".

Your consultation is everything because it's going to be your first impression of the new company you're meeting with, and first impressions are EVERYTHING. You're going to learn more about the quality of the provider in the first 30 minutes meeting with them than you will in all your other meetings combined. If they're the real deal, they are going to prove it to you right away.

I've prepared a checklist for you that will guide you to ask the right questions in determining if a provider is right for your business. Ask these questions to sound like an expert and make weak providers run for the hills:

1. Can you clearly explain to me exactly how you're going to improve and grow my business in simple terms I can understand?
2. Do you have an in-house team that runs all of your operations or do you outsource some of your services?
3. What is your experience working with companies in my industry?
4. Do you pride yourself on QUALITY or on being the cheapest? (TIP - You get what you pay for in IT. Go with the cheapest option and you will get the cheapest results.)
5. What unique value can you provide my business right now that I can't get anywhere else unless I hire you?
6. Do you have real people operating your tech support locally so I can speak to someone every time I call you?
7. What is your average response time for service requests? Tech support calls? Customer support?
8. Who would be my Account Manager? How often do they check in on me without me having to ask?
9. What kind of results have you delivered for your clients?
10. Is managed services your PRIMARY business?

Asking these questions will help you tremendously in filtering out all of the half-assed providers that deliver subpar performance, and only leave you with the BEST providers to choose from.

Take Your Next Steps

The only thing you MUST do at this point is show up to your free consultations and ask good questions guided by the checklist above. You can have stress-free IT in less than 90 days if you take action and start meeting with quality providers today. I'll even give you a great place to start.

If you're tired of stressing about your IT and dealing with half-assed providers, you can book a call with a best-in-class provider today for FREE.

If you think you're ready, I set aside some time for us to have a quick conversation. Click the link below to schedule 30 minutes with me. Receive Your Free Consultation