Introduction

IT can be a real headache for many business leaders. You probably feel stressed every time you have to call your IT provider, and it seems like their quick fixes just don't work. Plus, all the technical jargon they throw around can sound like a foreign language. So, where do you start if you want better IT services?

Don't worry; I've got you covered with a simple 3-step buyer's guide. It'll show you how to find and hire top-quality IT services for your business. At the end, there's a handy checklist to help you weed out the bad providers and connect with the best ones. You'll learn what to look for and the right questions to ask to find a top-notch IT service provider.

By following these steps, you can stop wasting time with your current underperforming IT provider and supercharge your business's growth.

Why Choose Managed IT Services?

Think of managed IT services as your business's secret weapon to outshine the competition. Imagine this: You have a shot at winning $1 million, and all you have to do is choose someone to make a single free-throw. There's a twist, though - they only get one shot. Who would you pick? Steph Curry, the basketball pro, or your neighbor Carl, who shot hoops once in 8th grade? The choice is pretty clear, right? Well, it's the same when it comes to selecting top-notch managed IT services instead of going for the cheaper options or handling it in-house. When you pick the right IT service provider, you're bringing in the absolute best experts to join your team. This instantly gives your business a competitive edge and sets you apart from the competition because you have tech experts who know how to supercharge your business.

How do you Choose?

Before you start scouring the internet for managed IT services, it's crucial to know what to look for. You want to make sure you're not ending up with some random person sitting in their mom's basement with just a headset and a cellphone, right? So, let's get you on the right track by understanding how to kick off your search for a top-notch provider.

You've taken the first step by reading this report. Look for an IT service provider offering Strategic Planning, Technology Alignment, Cybersecurity, Help Desk, and Training. Cybersecurity is crucial for protecting your business and clients. Ensure they also provide HIPAA, NIST, and PCI compliance. A quality IT provider offers all these services with a dedicated in-house team.

Avoid providers with just one or two employees as they may lack specialization. Your ideal choice should be a one-stop shop with specialists. Seek social proof with a track record of high-performance and client satisfaction – a quick Google search should reveal 10-15 positive reviews.

Once you've identified your needed services, verified their in-house team, and seen a history of high-performance, you're ready to book a consultation. Ensure their PRIMARY focus is managed services. Beware if they primarily sell copiers or do other unrelated services, as they may not handle your IT needs effectively.

Red Flags

1. **In-House Operations:** Make sure your managed services provider handles everything in-house. An easy way to check is by asking about their team – how many employees they have and what roles they play. If they don't have dedicated employees for each service, that's a big red flag.
2. **Primary Focus:** If your provider's primary focus is selling other products like office supplies or copiers, but they also offer "managed services," that's another big red flag. You want an IT specialist, not someone who treats IT as a side gig.
3. **Provider Size:** If your current provider has fewer than 15 employees, consider it a red flag. These days, one or two IT folks can't cover all your business needs effectively. Remember the saying, "A jack of all trades is the master of none." Your provider should have specialists in Technology Alignment, Cybersecurity, Networking, Help Desk, and Training.

Prepare for Your Consultation

Before you head into a consultation with a company you've identified as a potential fit, gather a list of all your technology expenses from the past year. This will help you answer questions about your current tech setup and determine whether you should be paying more or less for IT services.

Now, let's talk about how to prepare for a successful consultation. Your consultation is incredibly important because it's your first encounter with this new company, and as they say, first impressions count big time. In the first 30 minutes of this meeting, you'll likely learn more about the provider than you will in all your other interactions combined. If they're the real deal, they'll demonstrate it right from the start.

To help you make the most of your consultation, I've put together a checklist. These questions will guide you in assessing if a provider is the right fit for your business. By asking these questions, you'll come across as an informed expert and quickly identify any providers who may not meet your needs:

Ten Questions

1. **Explain Your Impact:** Can you please explain in simple terms how your services will enhance and grow my business?
2. **In-House vs. Outsourcing:** Do you handle all your operations internally, or do you outsource some services?
3. **Industry Experience:** What's your experience working with companies in my industry?
4. **Quality vs. Cost:** Are you known for delivering quality or for offering the cheapest solutions? (Remember, in IT, you often get what you pay for.)
5. **Unique Value:** What unique value can you bring to my business that I can't find anywhere else unless I hire you?
6. **Local Tech Support:** Will I be able to speak with a real person from your tech support locally every time I call?
7. **Response Time:** What's your average response time for service requests, tech support calls, and customer support?
8. **Account Manager:** Who will be my Account Manager, and how frequently do they proactively check in with me?
9. **Past Results:** Can you share some examples of the results you've achieved for your clients?
10. **Primary Focus:** Is managed services your main focus, or is it a secondary business for you?

By asking these questions, you'll be doing yourself a big favor. It's like a filter that sifts out the mediocre providers who deliver subpar results, leaving you with only the cream of the crop to pick from. This way, you can confidently choose the very best providers for your business.

Take Your Next Steps

Now, at this stage, the most important thing is to attend your free consultations and ask the right questions using the checklist provided earlier. If you take action and start meeting with top-notch providers today, you could have a stress-free IT setup in less than 90 days. I'll even give you a great starting point.

If you're tired of the IT stress and dealing with subpar providers, you can schedule a free call with a best-in-class provider today. If you feel ready, I've set aside some time for a quick conversation. Just click the link below to book a 30-minute session with me. Get Your Free Consultation