

**Describe your Features and benefits of your program:**

Company - Features

* Product and services alignment
* Unlimited Support – fixed pricing for unlimited calls
* Reliability of systems and connectivity
* Proactive solutions – wholistically
* Ongoing all inclusive support process and delivery
* Controlled costs / predictable expenditures / budgeable success
* Knight in shining armor approach – proactivity and delivery (rescue)

Company - Benefits

**Customer success delivery model through our process**

**Controlled cost due to fixed rate offering**

**No longer need to be internal IT support for company**

**Ease of use**

Customer experience –

**Delightful**

**PARTNER Not vendor**

**ROI**

**Secure**

**Peace of mind**

**Understanding your customers and their needs; describe their wants, needs and fears.**

Customer – Want’s

Customer – Needs

Customer – Fears

**Outputs:** How do your features and Benefits address the wants, needs and fears of your customer?

**Meaningful sales story:**

**Elevator pitch:**

**Initial meeting questions:**

* How important is it to you to have the Confidence knowing systems are reliable?
* If there was anything you would change about your current IT support, what would it be ?
* Have you ever had a detailed Technology success plan that showed current and future state? Would that be something you would like to see or have?