



one page summary



speaker

**Raphael
Sanguily**

title

Discussing MSP sales like never before

Who's the speaker?

Raphael Sanguily, our speaker for this session, is the Vice President of Strategic Alliances at Glasshive. Raphael is a well-known sales and marketing guru, with over 20 years of sales experience in the IT industry, and has trained and helped hundreds of MSP salespeople succeed.

The core idea

The core takeaway from this session is to equip you with insights on essential sales strategies and best practices to make more revenue.

The breakdown

Now, let's break the session down into its best bits and highlights:

- MSPs who take a reactionary role with clients and don't go beyond explaining how tech works, struggle to justify the value they provide over time.
- If you understand their business and know what best-in-class looks like for them, and leverage technology to help them make better decisions, you're always going to be okay.
- The salesperson's job at its core, is to build and develop relationships. They're the front-facing team that represents the brand and the values of your business.
- Your website needs to reinforce the talking points that the sales team uses in meetings. Information needs to be up to date, and flow freely between sales and marketing.
- Specificity is key. When you get into granular detail on the impact you're creating across business functions through your solutions, you can build credibility and close deals with minimal resistance.
- Simple, small gestures go a long way in letting people know you're thinking about them, and are crucial in thriving relationships.

Action points:

- 3 steps to start having strategic conversations: pick a vertical you're comfortable with, educate yourself on the industry's landscape, and combine them with your insights and experience.
- Start by making sure that you have a website that looks great, carries the right message and has compelling talking points to intrigue prospects.
- Practise business outcome-driven conversations. Get really good at explaining how your solution is either going to make money, or save money.
- Two questions to ask while hiring your next salesperson: What's your method to nurturing and cultivating relationships? What business books are you reading?



It takes that first paradigm shift to help clients achieve their strategic outcomes faster. If you're still positioning yourself as "just the tech guy," you're going to have a tough time.