

Membership



CORE Membership

The CharTec Classic Membership provides MSP's and traditional VAR's the Industry-leading Resources and Training to take their Business to the next level of Monthly Recurring Revenue and Profitability!

Benefits

- 1 Custom Onboarding Strategy Session** > Provides visibility to the Strengths, Weaknesses, Opportunities and Threats their business has.
- 2 Detailed Roadmap to Achieve Goals from Strategy Session** > Defined executable plan to achieve the goals set during the Strategy Session, aligning with the resources they have through CharTec to help achieve these goals.
- 3 Unlimited Academy Access for the ENTIRE company** > Provides real-time business training each quarter at a multi-million dollar MSP, covering every pillar within the business (sales, marketing, operations, finance, HR). You can send out your entire staff each quarter to help improve the efficiency and productivity in each job role!
- 4 Online Training Resources** > All of the processes, procedures, agreements, presentations, proposals, pricing tools, marketing collateral, sales training videos, and much more are online for CharTec Members to download, take/tweak and make their own. Leveraging these resources help streamline time-to-market and achieve the goals set out in the Strategy Session.
- 5 MSP Specific Course Curriculum and Applications** > Contains a vast array of applications, documentation and videos essentials to the daily operations of an MSP. Assign your team training courses specific to their roles and track their progress. Give your sales professionals access to the Crystal Ball Application for accountability and deal probability forecasting.
- 6 Coaches HelpDesk Center** > MSP's who provide a helpdesk to their clients for technical support – CharTec provides a Business Helpdesk to our Members. We have dedicated staff as part of our Business Excellence team ready to field any questions related to Sales, Marketing, Operations, Service Delivery, HR, Finance and Culture, on an All You Can Eat Basis!
- 7 Monthly Accountability Calls** > No point to putting a plan and strategy in place if you don't execute upon it. CharTec has dedicated staff to holding accountability calls with each member to help guide and keep them on track within their company roadmap.

Key Differentiators From The Rest Of The IT Industry

1 Working Proof of Concept MSP



It's one thing to learn best practices, processes and procedures from someone who USED to do it or talks in THEORY versus a very successful company still doing it. Our MSP is currently up and running strong – everything CharTec teaches and trains on are what we DO with our MSP – not what we did.

2 All Encompassing Training Program – Not Piecemeal



Sales, Marketing, Operations, HR, Finance and Culture Training – CharTec covers every aspect of running a successful Technology Business – not just one piece. As your people advance in their roles, they will have specific training courses to educate them.

3 Business Roadmap



Anyone can simply provide online resources, webinars, and training... the challenge is in our industry specifically - MSP's don't know what they don't know, are spread extremely thin, and are expected to sift through hundreds of hours of content to hopefully find something they need and can use... At CharTec we understand each business is unique and has different needs/goals/wants/desires to the point CharTec creates a custom roadmap for their individual business. CharTec builds out the phases for completion and aligns the necessary resources provided to members to complete these actions/next steps.

MSP Qualifying Questions

Would you consider yourself more of a managed service company, break-fix company or do you service a different market?

How many Employees do you have?

Your current client focus – is it on smaller companies that employ 10-50 seats or larger? And do you have any vertical focuses?

Do you currently handle all the sales or do you have a dedicated sales person or team?

How many folks do you have on your Sales and Marketing team? What is the breakdown: Sales? ____ Mktg.? ____

Are you a CW shop...or do you use AT or TigerPaw...something else?

Do you leverage Sell or QuoteWerks?

Besides WOM Referrals and repeat business from existing clients – how are you generating new leads?

Potential Blockers and Objection Handling

Objection > We don't sign agreements. Can we sign on month-to-month?

Response > I completely understand. Many of our current members had that same challenge before coming on board with us. Their main fear was in case we didn't perform to their satisfaction, they didn't want to be stuck with a Solution/Program for the next 12 months that didn't live up to the guarantee that they made, paying for a service they are unhappy with when the agreement was first signed. Is it safe to say that this is your concern as well?

Possible Action > To address that, we have a complete satisfaction guarantee. Simply put, if you have tried the CharTec Services and training and are not satisfied- you'll be refunded 100%.

Potential Blockers and Objection Handling

Objection > Thank you very much, but I would like to think about this and get back to you.

Response > Sure, I understand. You guys will need some time to discuss what I went over today. Just to be clear on a few things: are we okay with the support and service we are presenting? Are we good with the capabilities of the Membership. Are there any other questions concerning any items we are providing?

Possible Action > Engage with CharTec Team.