



**BUST THROUGH
THE "IT BUDGET
LINE ITEM"**


TRAP

**Your IT Roadmap
to Indispensability**

Who gets excited about IT?!

Okay, we do and you do... but your customers might not. More often than not, they see IT as a “necessary evil” that needs to get handled so they can keep their business secure and afloat. But we know this doesn’t have to be the story.

You are so much more than a budget line item. You are indispensable to the success of their business. When you do your job right, their bottom line goes up. Their employees become more productive. And they sleep better at night.



At Decoded Strategies, we have found 3 simple pivots you can make that will help them see you as the hero you are. Grab your cape, it’s time to rock your customers’ world.

1

Focus on your benefits, not just your features

We love geeking out on cool tech! There's nothing better than identifying a sweet solution to a big business problem and delivering it to your clients. But there's a problem... Your clients are busy. When you start describing all the cool services and tech solutions you're going to hook them up with, their eyes glaze over. They are thinking about that 2pm exec team meeting they haven't prepped for.

You must get right to the point... What are the benefits you are offering them?



Managing AWS migration? Awesome. Tell them they'll be more agile with more secure data.

Getting their team up and running with Microsoft 365? Make sure they know that this will ensure flawless collaboration, securely.

Offering employee training? You are empowering their team as they increase productivity and security.

TL;dr- The tech stack you're setting up with will boost their bottom line.

2

Communicate the value of what's going on behind the scenes

I have good news and bad news. The good news is that you are delivering the Invisible IT your customers want. The bad news is, when it's invisible it's really easy for them to forget everything you're doing for them behind the scenes.

Things are running smoothly, so they haven't heard from you lately. They might start to wonder what you're doing for them. And that makes them wonder why they have this huge budget line item carved out for you.

But just because they don't see it doesn't mean that you aren't resolving tons of tickets, protecting them from heinous cyber attacks and ensuring business-critical compliance.

You have to remind your clients of what you're doing for them. Send them weekly reports of all the attacks you blocked. All the tickets you resolved. The hours of downtime you avoided.

And don't forget to include all that you've done combined with the benefits each action is providing. Keep on creating that invisible IT magic. But make sure your customers know the battles that are being won while they sleep.

3 Celebrate your customers' wins

Being a business leader can be a slog. You solve one problem and 3 more pop up. You hit one quarterly goal, and the next quarter is right around the corner. Few people remember to celebrate the wins. When you enable a big win for your customer, celebrate the heck out of it.

Did they just pass their CMMC assessment with flying colors? Okay first of all, throw yourself a party. And then send them a bottle of champagne telling them you're proud of them.

Did Microsoft 365 launch day go off without a hitch? Send them an email complimenting them on what a killer job they did preparing their team for such a big change.

Celebrate their successes and then remind them of the future successes they can look forward to as you continue working together.

We all know businesses would come crashing down if it weren't for solid IT. You are essential to your customers' success. Make sure they know that by selling them benefits instead of features, reminding them of the value you offer behind the scenes, and celebrate their big wins.



Meanwhile at Decoded Strategies we'll be here cheering on our IT Heroes knowing you make the world go 'round.

Your business is important. It has the potential to make lives better. Invest in the right marketing strategies to avoid the deadly mistakes your competitors are making.

We know that in the IT world there is a ton of pressure to perform and deliver. If you want some help avoiding these mistakes and putting simple, effective strategies in place, we're here for you. Email hello@decodedstrategies.com and we'll get to work ensuring that you're one of the IT Service Provider success stories.

**Make Tech Sound
Simple.**

www.decodedstrategies.com