

Revolutionizing Sales Processes for a Michigan MSP

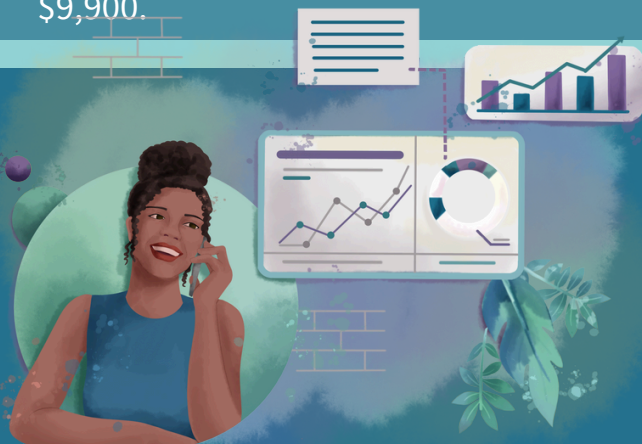


A Bingham Farms
Success Story with
MKC Agency



Executive Summary:

National Technology Management (NTM), a managed service provider based in Bingham Farms, Michigan, partnered with MKC Agency to streamline their sales processes. By implementing GlassHive for CRM and Apollo for sales enablement, MKC helped NTM achieve significant business growth. Within six months, NTM opened seven new opportunities with an average deal size of \$10K MRR, resulting in a total contract value (TCV) of \$546,000 from an investment of \$9,900.



Introduction:

NTM, a leading MSP, faced challenges in optimizing their sales processes and managing their sales pipeline. They required a robust CRM solution and effective sales enablement tools to drive growth and improve lead conversion.

Problem Statement:

Before engaging with MKC, NTM struggled with outdated sales processes, lack of an effective CRM, and poor lead management. These issues hindered their ability to track and convert leads efficiently, resulting in missed opportunities and stagnated growth.





Solution:

MKC implemented GlassHive for CRM and Apollo for sales enablement and contact sourcing. The onboarding process included building NTM's Ideal Customer Profile (ICP) and messaging, developing a unique value proposition, messaging matrix, cold call scripts, talk tracks, and an emailing guide. Integration of Meghan Lerdo into the NTM team provided personalized support and training, ensuring effective use of the new tools and processes.

Implementation:

The implementation process was smooth and well-coordinated. MKC's team provided step-by-step guidance and hands-on training, ensuring a seamless transition. They integrated the new tools with NTM's existing RMM and PSA systems, embedded Meghan into NTM's team, and developed a comprehensive sales strategy that included ICP building, messaging, and sales enablement.

Results:

In just six months, MKC's involvement led to the opening of seven opportunities with an average deal size of \$10K MRR. This resulted in a total contract value (TCV) of \$546,000. NTM's investment of \$9,900 in MKC's services yielded a substantial return, demonstrating the effectiveness of the implemented strategies.

Ready to transform your sales processes? Contact MKC Agency today to learn how we can help you achieve remarkable results.

Case Study Highlights:

Client: A leading managed service provider (MSP)

Location: Bingham Farms, Michigan

Industry: Managed Service Provider (MSP)

Challenge: Outdated sales processes, ineffective CRM, poor lead management

Solution: Implementation of GlassHive for CRM and Apollo for sales enablement, development of ICP, messaging, cold call scripts, talk tracks, emailing guide, and integration of a fractional SDR.

Results:

- 7 opportunities opened
- Average deal size of \$10K MRR
- Total contract value (TCV) of \$546,000
- Investment: \$9,900

Get Started with MKC Agency

Ready to elevate your MSP or Telco to new heights? Let's discuss your growth goals and how our tailored packages can be the catalyst. Reach out to us today!



Contact MKC Agency at:

407-706-4700

sales@mkcagency.com

mkcagency.com

[linkedin.com/company/mkcagency](https://www.linkedin.com/company/mkcagency)

