

IT NATION

SPARK

INSPIRATION GROWTH



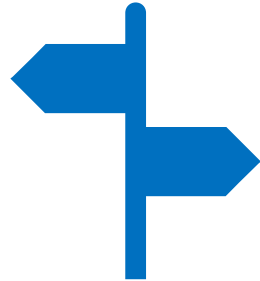
# Solving Problems & Generating Leads | Using M365 Events to Drive Sales

Presented by Stephanie Kingslien

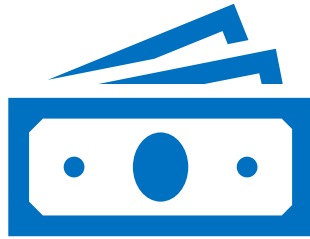
# Why we choose to invest in M365 Events



Drive Interest About  
Your  
Products/Services



Helps You  
Differentiate



Lower Cost of Entry  
for Prospects



Provides Sales  
Follow Up Resources



Builds Internal  
Training

# Solve real business problems!



## **Clients & Prospects Don't Care About Technology**

They do not care about any feature of any technology – they care about the problem that it may solve.



## **Focus Content to Help Clients on Real Life Business Challenges**

80% of the communication and collaboration challenges in EVERY BUSINESS are the same! Microsoft 365 is a technology tool – that can help them solve these challenges!



## **Drink your own Champagne**

Build out scenarios that solve problems YOU and your Clients have



## **Make Each Session Worth Their Time.**

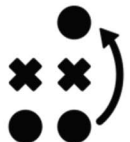
Help them walk away with something that they can immediately put into their daily lives, AND something that they may feel like they want help with (that's where you come in)

# “One Minute About Mytech”

## Just a little about Mytech



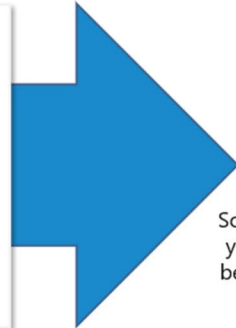
Business & Technology Consultants that serve small to medium-sized businesses



Help you implement a proven IT strategy in alignment with your business goals



Remove IT Challenges



So you can focus on serving your customers better and be more adaptable to other business challenges.

Our clients achieve 4x more value and productivity from their IT investments.



- Don't spend too long on what you do – **they came to hear/learn about the topic, not you!**
- Give them a way to raise their hand if they want to explore a partnership – but don't pressure.
- But don't forget to tell them what you do! At first, prospects mistook us for a training organization 😊



# Three types of Microsoft 365 Events



## Microsoft 365 Immersion Experience

4 Hours | In Person |  
Hands-On Lab

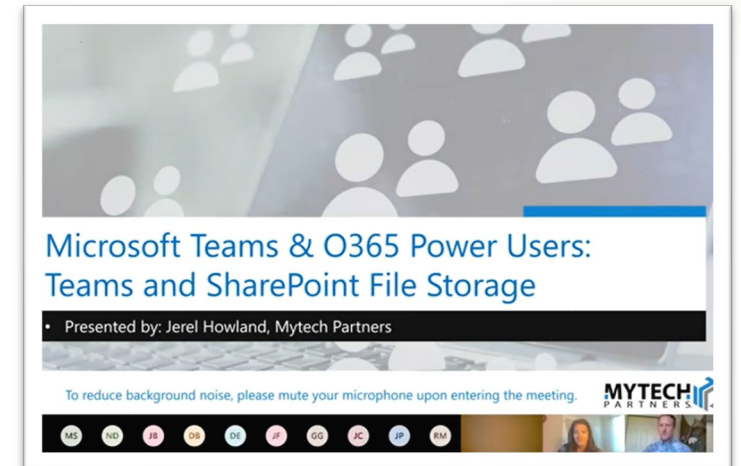
**Monthly**



## Microsoft 365 Virtual Sessions

30 Min. | Webinar |  
Prescriptive / Problem Solving

**Bi-Weekly**



## Microsoft 365 Power User Group

90 Min. | Virtual / Hybrid |  
Deeper Dive & Driving Adoption

**Every Other Month**

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# Microsoft 365 Immersion Experience



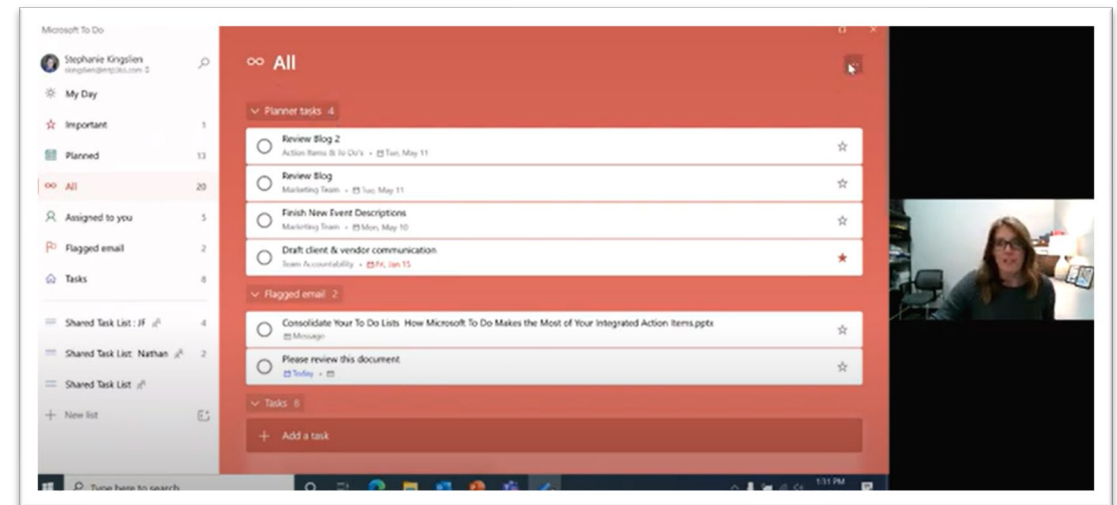
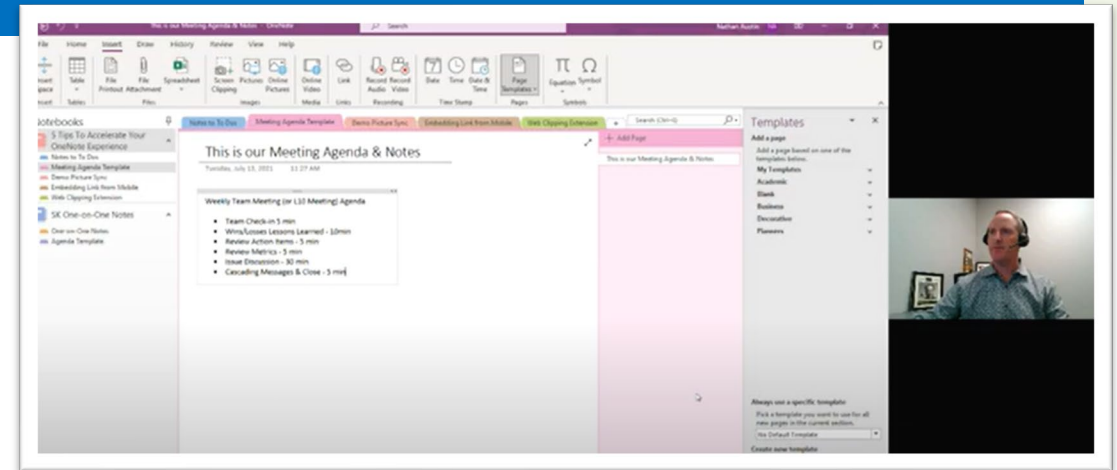
This may require certification from Microsoft

- **4 hr. Hands-on Lab**
- **Facilitated by a Sales Team Member & a Technical Team Member**– not one or the other!
- **THIS IS NOT A TRAINING** – Let them click and explore. Help guide them, don't show them!
- **No Agenda** - The attendees guide the content (remember 80% of the content is the same)
- **Listen & Invite Your Sales Team to Observe** - Prospects are actively sharing their pain points!

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# Microsoft 365 Virtual Events & Webinars

- **Target 30 min (or less)**
- **Tips for Scheduling** - Target the middle of the week (no Monday's or Fridays) and we have found success around the lunch hour (12pm / 1pm)
- **Demonstrate** when ever possible.
- **Show your face** – have your camera active, not just your screen. You are more engaging than your PowerPoint presentation
- **Open for Q&A** – after content has been presented
- **Record the Sessions** -more on why in a minute 😊





# Virtual Sessions | Top Performing Topics

## 5 WAYS TO HOLD MEETINGS IN MICROSOFT TEAMS

WHY OR WHEN TO USE ONE OVER THE OTHER

## ONEDRIVE “ISN’T THAT JUST SHAREPOINT”

SAFE & EFFICIENT FILE STORAGE FOR  
INDIVIDUALS AND ORGANIZATIONS

## EMAIL PRODUCTIVITY TIPS

SPEND LESS TIME IN YOUR MICROSOFT  
OUTLOOK INBOX!

## STOP EMAILING DOCUMENTS

THE BASICS OF DOCUMENT COLLABORATION  
IN MICROSOFT 365

## MIGRATING YOUR FILE SERVER TO SHAREPOINT

WHAT TO CONSIDER BEFORE MAKING THE  
MOVE

## MICROSOFT PLANNER, TASKS, & TO DO

MICROSOFT PLANNER, TASKS, & TO DO  
BEST PRACTICES

# Microsoft 365 Power User Groups

- **90 min. Deep Dive - Empowering Clients & Prospects**
- **What we define as a Power User** – can see a business problem and connect the dots on how a tool or applications can help solve it
- **Led by a Senior Level Technical Resource** - This team member must also be able to explore real world business challenges, and help prospects understand the controls, and capabilities that can help them solve it.
- **Collaborative Session** - Participants are able to unmute and ask questions.
- **Building a Series** - Each session builds on the last – record session so that new members can “catch up”



# Power User Groups | Top Performing Topics





# Executing an Event | Tips & Tricks



Post on your website, social channels, etc.



To start, use event platforms like Eventbrite – they make it easy!



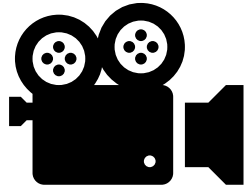
Choose the webinar/live event platform that integrates with your other applications



Formulate a reasonable follow up plan.



# Do even MORE with your content



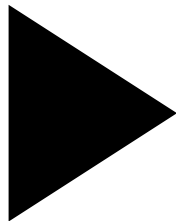
## Record your sessions

- Post them on your website & social channels for sales to use as follow up content



## Convert into blog content for SEO initiatives

- Add web content to support your webinar sessions



## Start a YouTube Channel

- Post your recorded sessions on YouTube and link related content together to create libraries for prospects to subscribe

# The Result?

**500+**  
New Leads

**75**  
MQL's

**30+**  
YouTube  
Leads

**95%**  
Sales Close  
Ratio

**New Revenue  
Source**  
Producing Paid  
Engagements

**Increased  
Brand  
Exposure**

# YouTube Growth | New Lead Source

**Your videos got 680 view in 2019**

Views  
680

Watch time (hours)  
68.3

Subscribers  
+2

**Your videos got 8,976 views in 2020**

Views  
9.0K

Watch time (hours)  
1.0K

Subscribers  
+111

**Your videos got 66,793 views in 2021**

Views  
66.8K

Watch time (hours)  
8.7K

Subscribers ▲  
+593

# Tips for Getting Started

## Schedule It

Get it on the Schedule! If it's scheduled, it will happen.

## Realistic ROI

Set realistic expectations of your events. They will NOT produce leads right away – it's a long-term gain.

## No Selling

Fight the urge to “sell” during the sessions – help your clients & prospects solve business challenges.

## Use Your Resources

Find tools that have all the features built in. (i.e. Event set up, registration, reminder emails, follow up emails etc.)



# Have a Clear Call-to-Action (CTA)

1

**Keep it realistic** – Is someone watching a 30 min webinar on Microsoft Teams mostly liking ready to begin the proposal process for Managed Services?

2

**Keep it simple** – Don't give prospects TOO MANY options. Download this e-book, schedule a demo, let's go to lunch...that's too much!

3

**Keep it relevant** – Make sure your CTA is guiding them down the marketing/sales funnel. Move them from awareness to consideration to decision

**...speaking of which**

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# Get Started | Download Resources

**Checkout** [www.mytech.com/itnation](http://www.mytech.com/itnation) to download this presentation and any templates to get you started!

**Reach Out** if you have any questions – we would be happy to share what we have learned.

**Share** your results with us next year!

A blurred background image showing a crowd of people with their hands raised, suggesting a Q&A session or a presentation. A black horizontal bar with a blue square on the right side is overlaid on the image.

# Questions?



