

IT NATION™

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The 7 Go To Market Strategy Questions We Answered that Changed Our Business

Presented by:

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IT NATION™

Key Takeaways from This Session:

- Important Lesson we Learned about Strategy
- Some of the Key Strategic Decisions we Made
- Incorporating Strategy into how we Operate

Session Overview



Purpose of this Session is to
Help You Create Strategic
Clarity



Reveal Questions Your Team
Has (that they don't even
know they have)



Define & Deploy Your Strategy



Recommended Next Steps
and Q&A

Quick Check-in with a Show of Hands:

**How many of you have
Defined Your Strategy?**

Circa 2011...

Mytech had a business coach ask us: “What is your Strategy?”

... It took until 2017 and another business coach for us to realize what Strategy meant.

Mytech's Business Pain - Stagnation



Recently completed our
3rd Acquisition



Opened up an Office in
a New State/Market



Building a Management
Team beyond Owners

We were Running EOS for Mytech



We were doing the annual planning with an Implementor



We were executing the quarterly Rock Reviews



We had weekly L10 Meetings



But EOS presumes you have a Strategy!

Mytech Disclaimer!

We are not coaches or certified trainers of this content. We are merely sharing our journey.

We were fortunate to have introduced to us by OUR business coach.

Enter the 7 Strata of Strategy*

Words You Own (Mindshare)

**When your clients think of
you what comes to mind?**

**How does your company /
brand make them feel?**



Words You Own (Mindshare)

Mytech's Answer:

Make IT Easy

Sandbox & Brand Promise

Four Key Questions:

- Who/Where (Core Customer)
- What (Products and Services)
- Brand Promise(s)
- KPI's

Sandbox & Brand Promise

Who/Where (Core Customer):

- Small to Medium size business owners that have 15 - 500 employees
- That are within 45 miles of one of our physical offices
- Who fall into the Pragmatist or Conservative mindset (according to Crossing the Chasm)

Sandbox & Brand Promise

What (Products and Services):

- Mytech Smart Business Suite is a business consulting service that delivers a proven IT strategy.
- The infrastructure solutions are defined by our Mytech Best Practices Value Map.
- We also re-sell Cloud hosting services, such as: O365, SaaS, PaaS, IaaS. We do NOT sell or intend to sell Mytech owned cloud services.

Sandbox & Brand Promise

Brand Promise(s):

Primary:

- Our Clients will achieve 4x More Value & Productivity from their IT investments

Supporting:

- We remove IT Challenges;
- We enable our clients to serve their customers better;
- We empower our clients to be more adaptable to other business challenges

Sandbox & Brand Promise

Key Performance Indicators (KPI's):

- Less than 30 min/ employee/month of productivity loss due to IT support requests
- Net Ticket CSAT of >97%
- Number of times we waive termination fees.
- Net Promoter Score of >50%

Brand Promise Guarantee

**What can you offer to take RISK
OFF the table for your clients?**

Brand Promise Guarantee

Mytech agreements can be terminated, and we will waive the Managed Services termination fee if the client has fulfilled the following:

- 1) Executive participation in annual Strategic Planning & Budgeting sessions
- 2) Participate in the building and execution of a technology plan that adheres to the Mytech Best Practices Value Map*

One-Phrase Strategy



This is the Key to Making Money



Is there one unifying phrase that can unite the focus of your organization around achieving your goals?

One-Phrase Strategy

“Make IT Easy” We intentionally mean this in two ways:



We want our entire team to ‘Make IT Easy’ for our clients



‘EaaS meaning Everything as a Service

Mytech's Behavioral Riverbanks



Make IT Easy is one bank of the river

Mytech's Values are the other bank of the river

Differentiating Activities

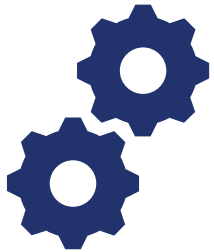
What are the core activities on which you will focus?

And as a by-product what you are choosing NOT to do?

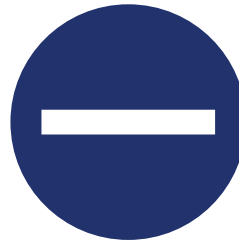
Differentiating Activities

- 1) Provide a Premium Experience
- 2) Maintain a Thriving Culture
- 3) Invest in a Highly Skilled Team
- 4) Minimize Client Support Time
- 5) Focus our Scope of Services

X-Factor



Solve an industry
problem/bottleneck



Hard to implement



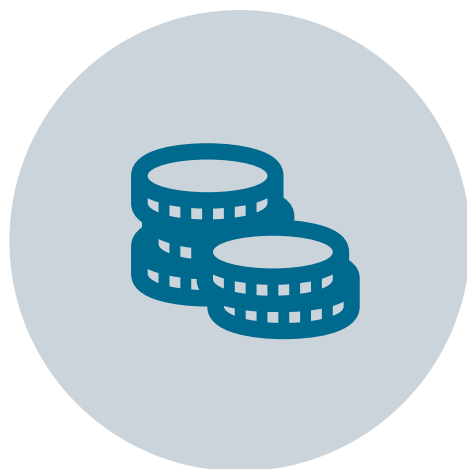
Done successfully gives a 10x –
100x advantage over competition

X-Factor

Every member of the Mytech team needs to have and continually improve their respective business AND technical acumen.

This is to move beyond the owner-led aspects of our industry.

Profit per X & BHAG*

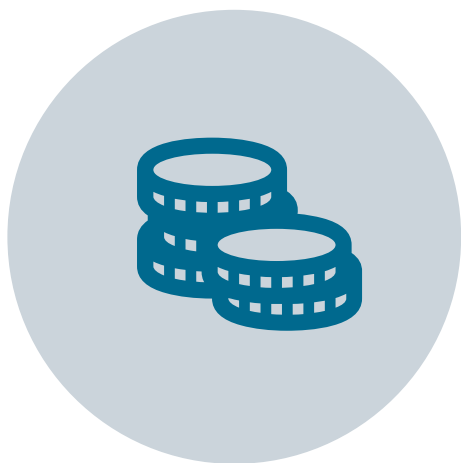


WHAT IS A SINGULAR ECONOMIC
ENGINE MEASUREMENT?



DEFINE YOUR 10-25 YEAR GOAL

Profit per X & BHAG*



REVENUE PER X: AVERAGE \$125/SUPPORTED
USER/MONTH (SUM)



BHAG: 1500 CLIENT COMPANIES, 500
MYTECHIANS, 20 PRO-BONO CLIENTS,
40,000 CLIENT EMPLOYEES SERVED

Mytech's One Page Strategy & Definitions

Call to Action!

1. For access to Supporting Documentation for this or my other two sessions go here:

[Mytech.com/ITNConnect](https://mytech.com/ITNConnect)

2. Consider Joining the Evolve Sales Peer Group

+

Don't forget to fill out your

SESSION
SURVEY

+

+

Thank you for Attending!

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