



# Learn MITS Strategies With GAP's Chris Ryne

Can you relate to any of the following statements? "We are thinking about getting into the managed IT services business and want a proven path." "We are new to the business and need to make up for lost time, accelerate and avoid mistakes." "We are in the business today and looking for additional tools, tactics and perspectives to keep progressing." If one of these applies to you, I encourage you to register for the BTA On-Demand Managed IT Services Workshop, led by Chris Ryne of Growth Achievement Partners (GAP). For the last 13 years, the workshop has provided dealers comprehensive education and training by addressing relevant, industry-specific opportunities and issues appropriate for all levels of managed service provider (MSP) maturity.



Chris, an office technology veteran of more than 20 years, created the workshop specifically for — and used results from within — the office technology industry. Each session contains guidance for what you should do with the information presented based on whether you are "entering," "entered," or already "materially in," the managed IT services (MITS) business.

When the COVID-19 pandemic began, the workshop became a virtual offering and, today, it is now available on-demand. You can now download videos of all of the sessions and watch them whenever and wherever works best for you and your team members. During the sessions, Chris shares his experience in both the office technology and MSP spaces to allow attendees to walk away with strategies, processes, tools and metrics for capitalizing on this market opportunity.

The workshop has been constructed to optimize remote delivery, provides a library

of curated and developed material for your use that supports each recorded session, and includes the opportunity to schedule a 45-minute Q&A session with Chris after you have completed the workshop to help with your specific questions.

The topics that are covered in the 60- to 75-minute recorded sessions include:

- **Introduction:** Workshop overview & eight numbers to help deliver MITS success
- **Session 1:** Market overview, business model & KPIs, pricing & packaging
- **Session 2:** Operations & service delivery
- **Session 3:** Sales process, sales specialist & virtual CIO (vCIO) roles & development
- **Session 4:** Marketing, list development, copier/MFP rep & account engagement
- **Session 5:** Hiring, third-party partners, trends & strategies of MSP acquisition, a blueprint for establishing & executing your strategy
- **Live Session 6:** Ask-me-anything session to help with your specific needs

Dealer feedback from the workshop over the years has been very positive:

■ "The timing is now right to get into managed IT services. It can be very confusing and expensive if a dealer does not have the right consultants in place ... Managed IT services can be very complex; Chris helped us get to the simple side of complexity." — *Jerry Carlisle, Business World Inc., Little Rock, Arkansas*

■ "We are in the business and are looking to grow it. The best practices shared will allow us to tweak and improve in areas needed." — *Larry Perry, MMIT Business Solutions Group, Urbandale, Iowa*

Member tuition for this on-demand workshop is \$950 per dealership, and you can have an unlimited number of viewers from your company. For more information or to register, visit [www.bta.org/MITS](http://www.bta.org/MITS). ■

— David Polimeni

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