# Managed Services Sales:
# 25 Qualifying Questions and Responses

## Listen:

- We're different. Our systems are too critical to outsource.

- My CEO wants me to see if you can do it cheaper.

- My team is working days and nights, and we are still way behind on critical projects.

- We spend way too much time on basic networking activities.

- Our engineers are called just about every night to resolve some kind of problem.

- I am stretching my team past their capacity.

- I've just lost my best engineer.

- I am sending one of my Project Managers to learn about ITIL®.

- We're still trying to deploy the monitoring tools that we bought last year.

- Half my engineers use open source tools, the other half use a commercial solution.

- We have dozens of custom monitoring scripts in production.

- IT is not well respected by the business leadership team.

- Our budget is 60 percent of what it was in previous years.

- The VP of Sales hates IT and is going around us by purchasing SaaS-based solutions.

- IT is on the hook for all these cloud apps we didn't choose.

- The CEO read about cloud computing in an inflight magazine. Now it's a strategy.

- I can't tell cloud "hype" from cloud "reality".

- We're too small to have a 24x7 Network Operations Center (NOC).

- We have expanded to become a global company so we are now operation 24x7x365.

- We are porting all systems over to Windows Server, but the AS400 will be here forever.

- Exchange went down last night, and nobody knew about it until the CEO called my boss.

- The only time the CEO pays attention to IT is during an outage or at budget time.

- The last time our email system dropped, it took us two days to recover mailboxes from archive.

- What would it cost us to outsource Microsoft Exchange?

- We can do it cheaper internally.

## Ask:

- What have you outsourced before?

- Tell me about your experience—good and bad—with Managed Service Providers (MSPs).

- If you could change one thing in your current MSP relationship, what would it be?

- Give me the "top five" apps you run your business on.

- What is the top "make money or save money" application inside your company?

- Who is your most important IT vendor?

- If you could get out of supporting one application, what would it be?

- How do you find out when systems go down?

- Has the CEO ever called you about an outage before you knew about it?

- Tell me about your last Disaster Recovery test.

- How do you monitor your IT Infrastructure?

- Can I see some of your IT and Application performance dashboards?

- How often do you apply security patches and updates?

- Tell me about the company leadership team? Who supports IT? Who gripes about IT?

- When do you budget? How do you budget? Who approves the budget?

- Did virtualization "pay off" for you?

- Are you getting pressure to do something "in the cloud"?

- Do the lines of business go around IT by purchasing cloud applications?

- In your opinion, what is the single most important project IT is working on?

- In the CEO's opinion, what is the single most important project IT is working on?

- Does your help desk run 24x7x365?

- How many times have you been called after hours in the last 30 days?

- Are you hiring IT staff right now?

- How can we help?

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