Collabrance Value-Added Services

Sales, Marketing, and Solution Support

At Collabrance, we don't think of ourselves as a vendor – we aim to work with our customers as an extension of your team. That applies to the network and user support we provide your customers, of course, but as a service provider working with Collabrance, there are benefits built in to support your managed IT business, too. Collabrance offers sales, marketing, and solution support to help you generate leads, nurture leads into prospects, and convert prospects to customers.

This document provides an overview of the sales, marketing, and solution support available to all service providers as soon as you come on board with Collabrance.

Marketing Support

White label marketing materials

Service providers working with Collabrance have access to a catalog of white label materials to help your team create and execute an effective marketing strategy. We offer campaign tool kits, educational blogs, tips and how-tos, image libraries, and collateral to help you present Collabrance services to your customers. Our marketing content spans a range of topics relevant to MSPs and their customers, and we're continually adding new assets and refreshed content. You can preview one of our marketing tool kits here.

Industry and service-specific sell sheets

Sell sheets are broken down to address a key customer pain point within a specific industry, around a specific product or tool, or related to a business challenge your managed IT services can resolve. Sell sheets can be used as an easy way to engage leads, follow-up with prospects, and upsell current customers.

The Collabrance blog

The Collabrance blog serves as a resource to stay up to date with the latest MSP news, trends, and best practices from thought leaders in and outside of Collabrance. Check out the blog to see the latest content and subscribe to receive our monthly blog newsletter.

Monthly marketing office hours

The Collabrance marketing team hosts a monthly open forum office hour to answer service provider questions about our marketing materials, discuss best practices, brainstorm strategies, and more.

Sales Engineering Support

Target customer profile (TCP)

An efficient sales strategy begins with a defined audience. Our sales team can help you identify a profile of your ideal customer so you can foster successful customer relationships and avoid spending unnecessary time and resources on those you know aren't going to be a fit.

Lead qualification

Our sales engineering team can complete a discovery of your prospective customer's network and evaluate whether the customer is a good fit for your business, including any indicators the customer may not be profitable for your MSP.

Solution building

We know there's no one-size-fits-all solution in managed IT. Our sales engineering team will help you build an offering based on the subscriber's needs and will work with you to determine the best products and cost.

Custom proposals

The Collabrance sales team can provide proposal templates and work with your team to create a thorough, thoughtful proposal tailored to the business you're trying to win.

Stand-in sales assistance

Whether you're pitching a new tool, walking through a specific process, or just want an extra set of hands in the sales process, your Collabrance account representative can join you in meetings and sales conversations, acting as a member of your team.

New Subscriber Onboarding Support

Project planning

The Collabrance service activation team is made up of high-level technicians and project management professionals who work with your MSP's technical team to coordinate new subscriber onboardings and ensure a smooth implementation of the services ordered. During the project planning phase, we leverage standardized deployment plans to create a scope of work and outline an agreed-upon schedule to bring the subscriber live with Collabrance services.

Onboarding resources

The Collabrance service activation team provides the following tools to help MSPs more easily navigate the onboarding process:

- **MSP technician's task list:** A detailed checklist of tasks that need to be completed by the service provider for each service being implemented.

- **Configuration form:** A tool that can be used to identify and collect the information needed to configure and support the services being implemented.

Established step-by-step processes

An onboarding project consists of implementing one or multiple services with many moving parts. The Collabrance service activation team has developed a skilled implementation process for every service to ensure the processes are executed in the most efficient manner.

Ongoing training and education

Our goal is to provide education to the service provider's technical team to help you perfect the subscriber onboarding process. We provide ongoing coaching through live training sessions and continually updated technical documentation.

Collabrance sales, marketing, and solution support is just one of the areas we provide assistance to help managed service providers grow and scale your business.

To learn more about Collabrance value-added services, visit our website.