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p/e/a/k presence

p/e/a/k focus letter

marketing programs, sales effectiveness, and growth

october 2006

in this issue

- [the #1 question](#)
- [future of YOUR practice?](#)
- [Partner-Ready University](#)
- [web-based meetings?](#)

Dear John,

Welcome to the **p/e/a/k focus letter** for October. We have some great tips and information to help your business. We are often offering **free advice to companies** - and our newsletter is a logical extension of discussions we have with you and your colleagues.

Peak Presence is a Partner Services Organization operating within the Microsoft Partner Ecosystem to assist partners with sales and marketing planning, strategy, execution, and enablement. We are **former Microsoft employees** and contractors offering our experience and connections to Microsoft Partners in North America.

Please read through our newsletter for October which includes information on Managed Services, Web-Based Meetings, The #1 Question, and a pitch for our Partner-Ready University. **Thanks for reading!**



John Chasse, President, Peak Presence Incorporated



the #1 question



As marketing consultants, we are asked with frequency - **“what one program works for attracting new business?”** The Answer? No Single program has guaranteed effectiveness. OH DARN!

You can, however, have one program that DOES generate leads and subsequent business. We would say, you were lucky, you spent a lot of money, or both. A methodical, **holistic approach to marketing** your company is your most likely way to generate new business. This would include cultivating additional, total solution sales from your existing customers.

It's all about the number of **"touches"** you make; marketing is a numbers game, sales is turning actionable leads into business using a unique set of skills. You get actionable and qualified leads from your marketing efforts.

Here is our advice, do all of the following:

- email marketing
- mailers and postcards
- in-person events
- partner with vendors and like minded companies
- employ a good telemarketing firm
- create special offers to customers
- monitor and measure your effectiveness

Throwing money at one program at a time without any cohesive strategy is just that, throwing money – in this case, away.

If you want to market, take as many **different avenues and venues** to tell your story as you can afford. Watch your budget, of course, but don't spend it all in one place and expect amazing results.

We have some more ideas, and are happy to share them. We freely share our advice about developing a marketing plan or a mix in your marketing programs, so give us a call - 888.784.PEAK.

[Find out more about Peak Marketing Services](#)



future of YOUR practice?



I woke up in the middle of the night recently, in a cold sweat. No, I had not contracted the latest flu, but was wondering about the future of the IT Consultancy. It's good that you all have me to worry about this stuff, so you can focus on making money. I decided that night that I would convert my company into a **managed services practice**. Then I really woke up.

Considering my practice is not focused on IT infrastructure, deployment, development,

or even technology per se, moving to Managed Services isn't the right thing for us. It is, however, **the right thing for many who operate IT break/fix businesses.**

So what is a Managed Services Provider? A managed service provider (MSP) provides delivery and management of network-based services, applications, and equipment to enterprises, residences, or other service providers. Managed service providers can be hosting companies or access providers that offer services that can include fully outsourced network management arrangements, including advanced features like:

- IP telephony
- messaging and call center
- virtual private networks (VPN)
- managed firewalls
- monitoring of PCs and servers
- reporting of network servers
- and anything else technology related in a business!

Most of these services can be **performed from outside** a company's internal network with a special emphasis placed on integration and certification of Internet security for applications and content. MSPs serve as **outsourcing agents** for companies, especially other service providers like ISPs, that don't have the resources to constantly upgrade or maintain faster and faster computer networks.

You can move your business from the old break/fix model to a recurring revenue stream that not only guarantees to your clients a predictable monthly expense, but also give you consistent revenue. It is truly a win-win situation. Offering an IT Helpdesk and Resolution center is a great way to help your clients operate their businesses with a greater sense of security knowing that you have their network covered.

We suggest you look into managed services.

We recommend one of our clients to help you learn about managed services – **Intelligent Enterprise has written the book (literally) on Managed Services.**

[Visit Intelligent Enterprise to learn about Managed Services University for Partners](#)



Partner-Ready University



program designed to help Microsoft partners grow their businesses has been phenomenal! **Enroll now - and you won't miss an important educational opportunity.**

Take our word for it - this program is great! And take that of one of our students, Tina Alvarez, Marketing Manager for The Network Company of California, *"PRU has alleviated the confusion of marketing concepts and assisted us in reaching our target market. The training and personal consulting has increased our excitement of learning in order to watch our company grow."*

The program includes weekly webinars, business accelerating templates, question and answer sessions, partner-to-partner networking, and personalized consulting hours from the Peak Presence Team. **Valued at over \$750 per month**, Peak Presence offers student tuition ranging from \$295 - \$495 per month.

Each course repeats at least once every month, so it is **never too late to become a student of Partner- Ready University**. Newsletter subscribers are eligible for one month **FREE** of **Partner-Ready University**. Follow the link and attend an overview of this innovative program!

[Register for a webinar - attend - get a month free!](#)



web-based meetings?



You want to get your message out **quickly, effectively, and with a degree of interaction with prospects**. How can you do this without meeting face-to-face, getting in your car, or taking a flight? **Web-Based meetings**.

You can have **one-to-many communications** allowing you to multiply your efforts – be they **sales, service, or support**. Web-based meetings are not without costs, however. Not only can you expect to **pay upwards of \$500 per month** for a service with a 12 month commitment – there are also the intangible costs such as not having customer's attention, or delivering a presentation poorly, or not knowing your audience's interest.

Indeed, there is a very fine line whether or not a web-based meeting can be effective for your organization.

We can help you decide if web-based meetings are right for you – without limitations on the number of attendees (up to 1,000) or signing a contract. Peak Presence Webinar Services can help you create a **branded web meeting solution**,

develop the presentation, and help you create relevant content that keeps your audience's interest. You can even tell if you have your attendee's attention DURING the meeting. Best yet, you don't need to commit to a 12 month contract or \$500 per month.

Peak Presence Webinar Services start at \$95 per session for up to 1,000 people including audio conferencing. Now webinars are accessible to everyone including your audio bridge, scheduling, and even design.

[Find out if Peak Webinar Services are right for your business](#)

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