



ONECALL MANAGED SERVICES

SALES MANAGER TRAINING PLAYBOOK + COURSE

Official Deployment Version – Tampa Bay Market

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MODULE 1

MISSION, POSITIONING & WHAT WE SELL

Learning Objectives

By the end of this module, you can:

- Explain what an MSP is in 60 seconds.
- Explain why OneCall is NOT average.
- Identify ideal clients in Tampa Bay.
- Define the outcomes we sell (not tech).

MSP Explained in 60 Seconds

Frank says:

“We act as your outsourced IT department.

Instead of calling someone only when something breaks, we monitor, protect, back up, secure, and optimize everything proactively for a flat monthly fee.”

Simple analogy:

Break/fix = calling a mechanic after your engine blows.

MSP = oil changes, diagnostics, insurance, roadside assistance, and engine monitoring — all included.

Why OneCall (The Story)

We are not “computer guys.”

We build **Business Infrastructure**.

We combine:

- Proactive IT
- Cybersecurity
- Backup & disaster recovery
- Secure hosting
- SEO-driven web performance
- AI productivity tools
- Power backup solutions
- Physical access systems

That means:

We protect the building.

We protect the data.

We protect the revenue.

We protect the reputation.

12 Ways to Sell (Critical Mindset)

This is key.

We do not sell “IT.”

We sell:

1. \$200 Limited Unlimited IT
2. Managed IT Plans
3. Cybersecurity
4. Backup/BCDR
5. Email Security

6. Monitoring/RMM
7. VoIP
8. Secure Web Design
9. SEO & Hosting
10. AI Business Automation
11. Security Gates / Access Control
12. Power Backup Solutions

That means:

If they say no to one...

We have 11 other angles.

We are never stuck.

Ideal Customer Profiles (ICPs)

Target:

- 2–50 users
- Law offices
- HVAC Companies
- Roofing Companies (ie-Heng@ SB Pro Roofing)
- Car Dealers
- Construction
- Medical (non-hospital)
- Accounting firms
- Retail chains
- Nonprofits
- Property management
- Apartment complexes
- Small manufacturers
- Any business with POS Software (\$200 Monthly Support Protection)
- Local Business Owners within your network

Service Area:

- Hillsborough County
- Pasco County
- Pinellas County

Why local matters:

- Fast onsite response
- Face-to-face trust
- Local reputation
- Community visibility

Who We Do NOT Sell To

- 1-person hobby businesses (unless upsell potential)
- National multi-location enterprise
- Companies with internal IT team
- Companies demanding unrealistic SLAs for \$200

Outcomes We Sell

- Less downtime
- Less risk
- Predictable costs
- Faster systems
- More leads (web/SEO)
- Better sleep

Quik Review (Module 1)

1. What do we actually sell?

2. Why is break/fix dangerous?
3. Name 3 ideal industries.

Answers:

1. Business infrastructure & risk reduction.
2. Reactive = expensive & risky.
3. Law, HVAC, medical (example).

MODULE 2

THE OFFER LADDER

CORE MANAGED IT TIERS

(Editable Defaults — adjust anytime)

Pricing is PER USER / PER MONTH.

ESSENTIAL PLAN

Starting Point Protection

Editable Default: \$125/user/month

Who It's For

- Small businesses 5–15 users
- Cost-sensitive but need structure

- Currently break/fix
- No formal security stack

What It Includes

- Remote & onsite support
- Monitoring (RMM)
- Patch management
- Basic antivirus
- Helpdesk
- Documentation
- Basic firewall management

What It Solves

- Surprise IT bills
- Unpatched systems
- Reactive chaos
- No oversight

What It Does NOT Include

- Advanced cybersecurity stack
- BCDR image recovery
- Compliance layers
- AI automation
- Advanced email protection

How To Pitch It

Frank says:

“This eliminates surprise IT bills and puts your systems under professional monitoring so problems are caught early.”

Anchor Strategy

“Most small businesses spend \$6,000–\$12,000 annually reacting to IT issues. This puts structure around that for less.”

2 BUSINESS PLAN

Operational & Security Upgrade

Editable Default: \$165/user/month

Everything in Essential PLUS:

- Advanced endpoint protection (EDR)
- Email security filtering
- Microsoft 365 management
- Security awareness training
- Dark web monitoring
- Compliance guidance (basic)
- Backup management oversight

Who It's For

- Law firms
- Accounting
- Medical
- Financial services
- Insurance agencies
- Any business handling client data

What It Solves

- Cyber risk
- Phishing

- Insurance compliance pressure
- Reputation damage

How To Pitch It

Frank says:

“This is where we move from just fixing computers to protecting your business from cyber and compliance risk.”

Anchor Strategy

“One ransomware event averages \$50,000+. This reduces that exposure dramatically.”

COMPLETE PLAN

Maximum Protection & Business Continuity

Editable Default: \$225/user/month

Everything in Business PLUS:

- Full BCDR (image-based backup)
- Rapid disaster recovery
- Advanced firewall management
- Network segmentation
- Quarterly business reviews
- Strategic IT planning
- Priority response SLAs
- AI productivity consultation

Who It's For

- 15–50 user businesses
- Growing companies

- Revenue > \$3M
- Companies dependent on uptime

What It Solves

- Extended downtime
- Revenue interruption
- Regulatory exposure
- Scaling issues

Combined Estimated Total (All 3 Counties)

County, Estimated Active Businesses

Hillsborough, ~57,000–60,000

Pinellas, ~35,000–40,000

Pasco, ~12,000–14,000

Combined Total, ~104,000–114,000 businesses

What This Means for OneCall MSP

- ✓ Your total **Tampa Bay addressable SMB market (2–50 users)** is large and growing.
- ✓ Even if only 10–25% fit your ICP and have the right IT spend profile, that's still **22,000+ potential targets**.
- ✓ OneCall's \$200 entry plan and managed tier progression gives the sales team multiple opportunities within this large business pool.

How To Pitch It

Frank says:

“This is business continuity. If something catastrophic happens, you’re operational again fast.”

Anchor Strategy

“If you lost access to systems for 1-3 days, what would that cost?”

Pause.

Let them calculate.

ADD-ONS (APPLIES TO ANY TIER)

These are NOT separate random services.

They are risk layers.

You can attach these to any plan.

Backup / BCDR (if not Complete)

\$30–\$60/user depending on storage.

Pitch:

“Backups aren’t optional anymore.”

VoIP

\$20–\$35/user

Pitch:

“Modern phone system with control and visibility.”

Secure Web + Hosting + SEO

\$250–\$1,500+/month depending scope.

Pitch:

“Your website should generate revenue and be secured.”

AI Automation Services

Custom pricing.

Pitch:

“AI can eliminate repetitive admin work and increase staff productivity.”

Security Gates / Access Control

Project-based pricing.

Pitch:

“Physical security integrated with IT oversight.”

Power Backup Solutions

Custom pricing.

Pitch:

“If power goes down, are you operational?”

BUNDLING RULES

1. Essential + Backup = strong entry combo.
2. Business is ideal mid-market default.
3. Complete is positioned as “recommended.”
4. Always show 3 options.
5. Guide them to middle or top.

WHAT NOT TO DO

Do not:

- Lead with price.
- Dump features.
- Explain tools.
- Compete on cheap.

You compete on:

Risk reduction.

Stability.

Predictability.

MODULE 2 REVIEW

1. *What builds from Essential to Complete?*
2. *Why do we always show 3 options?*
3. *What does Business tier primarily solve?*

Answers:

1. *Protection layers.*
2. *Psychological anchoring.*
3. *Cyber and compliance risk.*

MODULE 3

WE HAVE SOMETHING FOR EVERY BUSINESS

Learning Objectives

By the end of this module, you can:

- Explain our \$200 Safety Net plan properly.
- Use it as a door opener.
- Understand positioning vs full managed plans.
- Sell it without devaluing our core tiers.

THINK OF THIS LIKE BUSINESS IT INSURANCE

Every business needs:

- Health insurance
- Property insurance
- Liability insurance

Now add:

IT Insurance.

That's what we are.

THE \$200 PER MONTH SECURITY BLANKET PLAN

This is NOT our core managed plan.

This is our universal entry point.

It is designed so:

ANY business can say yes.

Even micro businesses.

Even stubborn owners.

Even “we have a guy” companies.

What It Is

Flat \$200/month baseline IT oversight plan.

Who It's For

- 1–5 users
- Retail shops
- Small contractors
- Real estate brokers

- Mom-and-pop stores
- Companies afraid of full MSP commitment

What It Includes (Editable Default)

- Basic monitoring on up to X devices
- Remote support (limited scope)
- Patch oversight
- Basic antivirus
- Quarterly health check
- Security assessment report

What It Does Strategically

1. Gets us inside the account.
2. Builds relationship.
3. Gives visibility into infrastructure.
4. Creates upsell opportunities.

How To Pitch It

Frank says:

“Even if you’re not ready for a full managed plan, this gives you a security blanket. You’ll know what’s wrong, what’s vulnerable, and you’ll have someone accountable.”

Key Positioning Rule

Do NOT position this as:

“Cheap IT.”

Position it as:

Baseline protection.

It is like minimum liability insurance.

Why This Is Powerful for Sales

Because now:

There is no business too small.

There is no objection too big.

If they resist \$125/user...

Offer \$200 blanket.

If they resist full support...

Offer visibility.

If they resist contract...

Offer entry point.

CRITICAL MINDSET

You now have:

3 Core Tiers

- Add-ons
- \$200 Micro Business - Safety Net

That means:

You can sell ANY business in Tampa Bay something.

No excuses.

HOW THIS TURNS INTO UPSELL

After 90 days:

You will uncover:

- Outdated hardware
- No backups
- Weak firewall
- Email vulnerabilities
- No MFA
- Website issues
- No documentation

Then we say:

“Now that we’ve had visibility into your environment, here’s what we recommend upgrading.”

Upsell naturally.

MODULE 3 REVIEW

1. Is the \$200 plan our main managed tier?
2. What is its real strategic purpose?
3. What should you never call it?

Answers:

1. No.
2. Entry + visibility + upsell path.
3. Cheap IT service.

FINAL STRATEGIC SUMMARY

Core revenue = Essential / Business / Complete.

Entry engine = \$200 Safety Net.

Expansion engine = Add-ons.

This is structured.

This is scalable.

This is predictable MRR growth.

Now the offer ladder makes sense.

ADD-ONS

Backup / BCDR

What it is:

Automatic recovery of files and systems.

Pain:

Ransomware, deletion, storms.

Benefit:

Recovery in hours, not weeks.

Objection:

“We use OneDrive.”

Rebuttal:

“OneDrive syncs. It doesn’t protect against encryption or account takeover.”

AI Services

What it is:

Workflow automation & productivity boost.

Who for:

Professional services firms.

Pain:

Manual repetitive work.

Benefit:

Saves labor hours.

Pitch:

“AI is your new digital assistant.”

Web + Hosting + SEO

Pain:

No leads.

Pitch:

“Your website should generate revenue, not just exist.”

Quiz (Module 2)

1. Why is \$200 plan powerful?
2. Why don't we lead with features?
3. What is backup NOT?

Answers included above.

MODULE 4

MSP FUNDAMENTALS FOR NON-TECH SALESMAN

Endpoints

Computers, laptops, POS machines.

Users

People using systems.

Network

Internet + switches + firewall.

Firewall

Security guard for internet.

Backup vs BCDR

Backup = Copy of files.

BCDR = Entire system recovery.

AV / EDR / MDR

AV = Basic virus scanner.

EDR = Advanced behavior detection.

MDR = Humans watching alerts.

RMM

Remote monitoring tool.

Like a car dashboard for IT.

Why Break/Fix Fails

Because hackers don't wait for something to break.

10 Translate Tech to Value Examples

1. Patch management → "Closes security holes."
2. Monitoring → "We see issues before you do."
3. Firewall → "Internet bodyguard."
4. Backup → "Insurance policy."
5. MFA → "Double lock on your door."
6. AI automation → "Digital employee."
7. Email security → "Spam bodyguard."

8. VoIP → “Modern phone with control.”
9. Hosting → “Protected environment.”
10. Documentation → “IT blueprint.”

Quiz included.

MODULE 5

ONECALL SALES PROCESS

Stages:

1. Prospecting
2. First Contact
3. Discovery Scheduled
4. Discovery Completed
5. Proposal Sent
6. Follow-Up
7. Closed Won/Lost
8. Onboarding

Each stage requires:

- Notes logged
- Next step scheduled
- Decision maker confirmed

SLA:

Respond to inbound lead in under 15 minutes.

Templates included (email, voicemail, SMS) in Field Kit section.

MODULE 6

PROSPECTING ENGINE

Activity Targets

Estimated Daily Outreach:

- 20 calls
- 10 emails
- 5 LinkedIn connects
- 5 walk-ins (local)

Weekly:

- 4 discovery calls minimum

Pinellas County

- Direct firm count data is not published publicly in one simple number, but historical Census data shows thousands of establishments: in 2017 Pinellas had ~28,754 private business establishments.

Factoring economic growth from 2017–2025 likely increases this by 20–30% given Tampa Bay’s rapid growth — meaning Pinellas today likely has roughly **~35,000–40,000 businesses**.

10-Day Sprint Idea

Days 1–3: Micro business \$200 push

Days 4–6: Law/Medical focus

Days 7–8: Construction/HVAC

Day 9: Follow-up day

Day 10: Revisit warm leads

Cold Call Script

Frank says:

“Hi, this is Frank with OneCall Managed Services here in Tampa Bay.

Quick question — who handles IT support when something breaks?”

Pause.

“The reason I’m calling is we help local businesses eliminate surprise IT bills with flat monthly support starting at \$200. Would it make sense to schedule a quick 15-minute intro?”

(Additional scripts in Field Kit.)

MODULE 7

DISCOVERY MASTERY

30-Minute Framework

0–5 min: Rapport

5–15: Current environment

15–20: Pain

20–25: Risk

25–30: Budget & next steps

Build the Pain Stack

Quantify:

- Downtime hours
- Lost revenue
- Staff frustration
- Security exposure

Frank says:

“If your system went down for two days, what would that cost?”

Red Flags:

- No decision maker
- No urgency
- Wants free consulting
- Unrealistic pricing expectations

MODULE 8

PITCH SYSTEM

60-Second Pitch

Frank says:

“We’re a Tampa Bay-based managed IT and security firm.

We protect small businesses from downtime, cyber threats, and backup disasters — all for a predictable monthly cost.”

\$200 Pitch

“For smaller teams, we offer a \$200/month plan that gives you proactive monitoring and unlimited remote support so you’re never stuck.”

Anchoring Strategy

“Most ransomware events cost \$50,000+.

We’re talking about a few hundred per month.”

MODULE 9

PROPOSAL & CLOSE

1-Page Proposal Structure

1. Summary of pain
2. Recommended solution
3. Pricing
4. Timeline

5. Assumptions
6. Next steps

Trial Close

Frank says:

“I’ve got two prices for you today…… 😊

“If we can handle this at that price point, is there anything stopping you from moving forward?”

Follow-Up Cadence

Day 1 – Email

Day 3 – Call

Day 5 – SMS

Day 7 – Case study

Day 10 – Call

Day 12 – Break-up email

Day 14 – Final touch

MODULE 10

OBJECTION LIBRARY

“Too Expensive”

Meaning: Not convinced of value.

Response:

“Compared to what?”

Reframe:

“What would one ransomware event cost?”

“We Have a Guy”

“Is he proactive or reactive?”

Close:

“Would it hurt to compare?”

(Additional objections fully expanded.)

MODULE 11

ONBOARDING HANDOFF

Checklist:

- Admin credentials
- User list
- Device inventory
- ISP info

- Domain/DNS
- Backup status

Intro email template included.

MODULE 12

METRICS & COMMISSION

KPIs

- Calls made
- Meetings booked
- Close rate
- MRR added

Commission Model: Managers ONLY

Frank – Sales Manager

Frank earns:

1. 25% upfront + 25% MRR on his personal sales
2. 5% override on each rep's upfront sales
3. 5% override on each rep's MRR

If Frank has 2 reps:

Reps earn 20%/20% so that's 10% override total exposure across their production.

FRANK — 90 DAY IMPACT (WITH 2 REPS)

Assuming Frank also closes same ramp:

3 + 4 + 5 = 12 deals personally.

His personal 25%/25% numbers are higher.

Plus 5% override from each rep.

That means:

Frank stacking:

- Personal MRR
- Plus override MRR
- Plus upfront

By end of 90 days, Frank could realistically be earning:

\$10K–\$18K/month recurring depending on production.

Why does Onecall do this?

This compensation structure drives aggressive growth while aligning our sales team with long-term recurring revenue and company stability. With over 100,000 businesses across our tri-county market, the opportunity is significant — execution is what turns opportunity into growth.

MODULE 13

ONECALL VOICE

Avoid:

- “Cheap”
- “Basic IT”
- “Just support”

Use:

- Infrastructure
- Protection
- Proactive
- Security-first

MODULE 14

BASIC FIELD KIT

Includes:

- 5 cold emails
- 5 voicemails
- 10 SMS follow ups
- LinkedIn sequence
- 1-page flyer copy
- Discovery template
- Proposal template

(Ready to copy/paste assets provided in deployment version.)

MODULE 15

PRACTICE SYSTEM

Daily:

- Roleplay recording
- 10 cold calls practice
- 1 discovery mock

10 ROLEPLAY SCENARIOS

1. Law office (5 users, old server)
2. HVAC (mobile workforce)
3. Medical clinic (HIPAA fear)
4. Construction firm
5. CPA firm
6. Retail chain POS
7. Nonprofit
8. Property management
9. Apartment complex
10. Startup agency

Each includes:

- Scenario
- Likely objections
- Close target

GLOSSARY (PLAIN ENGLISH)

MSP – Outsourced IT department

Endpoint – Device

Firewall – Internet bodyguard

RMM – Monitoring software

BCDR – Full system recovery

EDR – Advanced threat detection

MDR – Human threat monitoring

VoIP – Internet phones

ONECALL SALES CHEAT SHEET

Pitch:

“We protect Tampa Bay businesses from downtime and cyber risk with proactive IT, backups, and secure infrastructure — starting at \$200/month.”

Discovery Core Questions:

- Who handles IT today?
- What happens if systems go down?
- When was your last backup test?
- Any security scares?
- What would 2 days of downtime cost?

Close:

“If we can eliminate that risk at a predictable monthly cost, are you comfortable moving forward?”

FINAL NOTE

You have 12 ways to sell.

If they don't buy IT...

Sell backup.

If not backup...

Sell web.

If not web...

Sell AI.

If not AI...

Sell power backup.

You are never stuck.

You are building recurring revenue.

You are building Tampa Bay's most proactive MSP.

WHAT HAPPENS NEXT

From this point forward:

You execute the system.

You track your numbers.

You run weekly pipeline reviews.

You coach your reps.

You build recurring revenue.

You build override income.

You build a real sales organization.

EXPECTATION

If you follow this system with discipline:

You will build a six-figure income.

If you scale your team:

You will build long-term leverage.

This is not theory.

This is math.

Recurring revenue compounds.

Leadership multiplies income.

Execution determines outcome.

IT PAYS TO BE A WINNER!



ONECALL MISSION

We are building Tampa Bay's most proactive MSP.

We protect local businesses.

We eliminate downtime.

We reduce cyber risk.

We create predictable technology environments.

We build infrastructure that allows business owners to sleep at night.