

# EBOOK: SELLING ANYTHING AS-A-SERVICE



## WHAT'S INSIDE:

Introduction: Why Anything-As-A-Service  
What is As-A-Service & How it Works for Your Business  
Steps to Implement an As-A-Service model

*This ebook is adapted from "Selling Anything as a Service Made Easier" and "Build Business Net Worth with Recurring Revenue" webcasts co-hosted by CorsPro and GreatAmerica Financial Services.*

# INTRODUCTION:

## Why Anything-As-A-Service

Owning technology can be aggravating. As soon as you get it, it's out of date. As a technology owner you either have to live with the old or fork out the cash to upgrade, update and refresh.



*As the technology reseller it is your responsibility to find a way to make it palatable to upgrade, update and refresh.*

What if there was an easier way? What if the technology owner could refresh without the fight and the technology reseller could provide an easy path to the refresh and create an ongoing, long-term relationship that nets a long-term revenue stream?

Introducing: Anything-As-A-Service.



## What is As-A-Service?

In a Forbes Magazine article, As-A-Service is described as a “business model where the whole is more powerful than the sum of its parts.”

The As-A-Service model allows businesses to integrate and deploy multiple systems that work together with the service and support to keep them working flawlessly. These solutions are typically delivered in a monthly payment model.

Many times Solution Providers choose not to adopt an As-A-Service model because of the cash flow implications.

This barrier is easier to overcome if the Solution Provider works with a finance company. For example, the GreatAmerica HaaR® or UCaaS programs facilitate the equipment rental and bill the solution with the service agreement.



## Not All Revenue is Created Equal

Take the story of a man who needed to sell his business. He had experienced a costly divorce that took his attention away from the business. Costs ballooned and margins shrank. Although his business had lost \$500,000 each year over a two-year period, he was able to sell his business for \$10,000,000. How'd he do it?

The business had \$16 million in revenue. Of that, \$10 million was in recurring service contracts. The buyer paid one times the recurring revenue. He didn't care about the \$6 million one-off sales. He was more interested in what was recurring and repeatable.





## Unlock the Value of Your Business

Building a portfolio of customers making monthly payments means you have a predictable sales funnel.

A monthly payment model provides these three key features:

- Repeatable Model
- Improves Monthly Recurring Revenue (MRR)
- Protect Equipment Margins

These three are critical to your business because of how quickly technology depreciates.

With a monthly payment model, your customer has established they are comfortable with the payment and schedule. It is predictable. By the end of the agreement, it is simple to let them know they can get brand new technology for roughly the same monthly payment.



## An iPhone-like Refresh Cycle

A great example of a predictable and repeatable portfolio is that of your cell phone.

Just about the time you get your hands on your shiny, new cell phone, the next model comes out. Consumers show up to their wireless providers to upgrade their phones.

By adopting this model, it gives you the same recurring portfolio of customers as the wireless company and it gives your customers the same predictable expense and refresh cycle as a consumer.

# GETTING STARTED

## The Journey Begins With the First Step

### As-A-Service Obstacles

According to a recent poll, making a culture shift is the biggest obstacle for attendees of the webcast "Build Business Net Worth with Recurring Revenue."



**80%** of webcast attendees say making a culture shift is the biggest obstacle to implementing an As-A-Service model

Changing culture can be difficult, so in this next section we'll give you a few ideas to start the shift in mindsets for your organization.

- End the Nickel-and-Dime Game
- Incentivize Sales
- Improve the Process
- Invest in the Tools





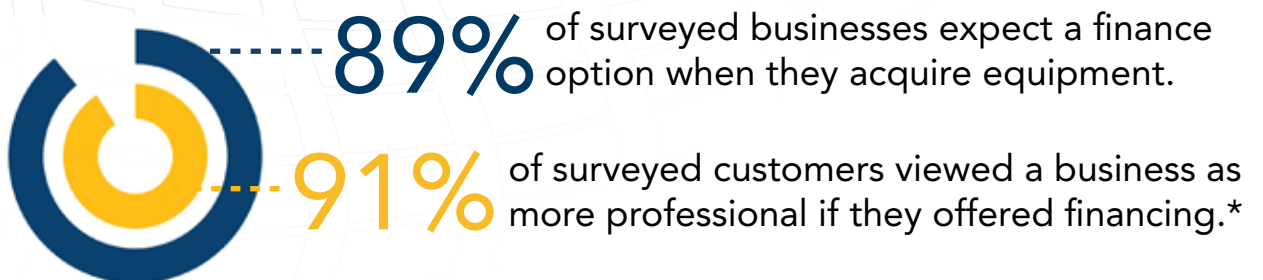
## No More Nickel-and-Diming

The first move your business should make on the path to adopting As-A-Service is streamline your solution into a single monthly payment.

If you've ever had a medical procedure, you know what it's like to get multiple bills from every medical department imaginable. You can't keep track of what invoice you've paid, and what it was for.

Implementing an As-A-Service model gives you the power to consolidate everything into one payment, and improves your customers' experience.

Plus, your customers expect a monthly payment option.



\*Survey conducted of businesses who have leased equipment with GreatAmerica.





## The Importance of a Sales Process

Once you've shifted to an all-in service plan, you'll need to develop a roadmap for how the sales team should propose a single monthly payment. A few minor tweaks to your existing sales process will make your team more successful:

- Ask the right questions. *Download "13 Questions to Position Financing" to start asking the right questions.*
- Set expectations early on scopes of work.
- Prove with your proposal you listened to the customers' answers with elements that meet their needs.



## Sales Compensation

Unfortunately there's no magic bullet when it comes to compensation, but there can be fatal bullets.

Consider these pieces of advice from a GreatAmerica special report by Service Leadership:

- The sales person should not be able to make 100% commission if they aren't selling As-A-Service.
- The incentive plan should create win/win outcomes for the company and the employee.
- The plan should protect the company when the person's performance is low; put the employee ahead of the company when attainment approaches 100% of plan; and allow top performers (i.e. those attaining more than 100% of goal) to earn incentives at an accelerated rate.

*"For you to own the strategy for your success, you must have an incentive plan which formalizes and enables your need to change."*

*Paul Dippell, CEO of Service Leadership*





## The Tools Support the Process

Since you are making changes for the sales team, be sure to simplify and support that process with an automated sales documentation tool, like CorsPro's SalesDoc Architect (SDA).

A critical first step you'll use SDA for is the proposal. Here are best practices to creating a simple As-A-Service proposal:

- Remove part numbers and technical descriptions. Instead, include the business benefits.
- Take off line-item pricing. This is a total solution, so price it accordingly.
- Give them a monthly payment option every time.

In addition to creating proposals, these tools streamline the process of creating supporting documents, agreements and internal operations documents.

# NEXT STEPS

## Move Forward with HaaR & SDA

### Ready to Implement As-A-Service?

Training your team, changing your incentive plans and tweaking your tools is a lot to take on. We are here to help you through this next phase in your business. Reach out to us to set up training and implementation.



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## RESOURCES:

*Build Business Net Worth with Recurring Revenue* webinar

*Selling Anything-as-a-Service Made Easier* webinar

*The As-A-Service Market is Untapped* Forbes Magazine Article

*Creating Value with Monthly Recurring Revenue* blog post

*Why a Monthly Payment is Popular Again* blog post

*Service Leadership Blog: Creating Lasting Behavior [Part 1]*

*Service Leadership Blog: Creating Lasting Behavior [Part 2]*