

How To Get More HIGH-QUALITY PARTNERS

**How To Make The
Partners You Have
More Productive, Better
Marketers And More
Loyal Champions Of
Your Brand**



Robin Robins
Founder And Author,
Technology Marketing Toolkit, Inc.

Robin's mission:

To educate 100,000 IT business owners on how to generate more revenue, profits and success in their business, to give 10,000 the tools, training and support they need to be more than mediocre, to save 5,000 from closing their doors or bankruptcy and to make 250 millionaires.



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Kevin O'Leary



Steve Forbes



Bill Gates



Dr. Nido Gubein



Sheryl Crow



Robert Herjavec



Jay Abraham



Bill Rancic



Tony Horton



Diana Nyad



Buzz Aldrin



Lou Ferrigno



Mike Wolfe



Mike Rowe



Sir Richard Branson



Paula Abdul

Who Is Robin Robins?

There is no question about it: Robin Robins has guided more MSPs, VARs and IT business owners to greater profits, success and growth than any other person in the IT channel, period. She is famous for creating wildly successful marketing campaigns to sell IT services in the fastest, most efficient ways possible and for creating a large base of loyal, raving-fan clients who rely on her for business and marketing advice.

Robin Robins is the IT industry's most in-demand marketing consultant, sales trainer and author who specializes in highly effective marketing strategies for VARs, systems integrators, MSPs, solution providers and IT consulting firms.

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Blueprint. To date, over 8,000 IT business owners from all over the US and in 23 different countries have learned and implemented the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business.

Robin has been voted a #1 speaker at many industry events, such as ChannelCon (formerly known as BreakAway), System Builder Summit and VARVision, ASCII Success Summits (formerly known as ASCII boot camps), CT Summit and SMB Nation. She has been published in VARBusiness, eChannelLine.com, Sales and Marketing Magazine, Selling Power and SMB Partner Community Magazine.

Robin is a true "marketing rock star" for small IT business owners and currently commands over \$1,500 per hour for her consulting services, with a six-month waiting list.

In addition to her extensive experience with IT services firms, Robin has developed marketing strategies for over 1,200 businesses in 14 different industries across North America, Australia and Europe. This includes both online and offline marketing strategies for computer training schools and universities, franchise organizations, software companies (Novell, Surf Control, AVG antivirus and Microsoft), financial services, seminars and events, member organizations and a variety of consumer products and services. This vast experience has given Robin a broad knowledge of hundreds of marketing and sales tactics used by some of the most successful, sales-driven organizations in the world.



About Robin

- ✓ Robin has more documented client success stories than any other marketing consultant in this industry, period.
- ✓ She has spent over a decade researching, developing, testing and refining marketing campaigns for MSPs and IT services companies.
- ✓ She has over 8,000 clients that span the globe and are made up of brand-new start-ups, multimillion-dollar IT firms and everything in between.
- ✓ She has developed at least a dozen marketing campaigns and systems directly responsible for generating over a MILLION dollars in IT services revenue for her clients.





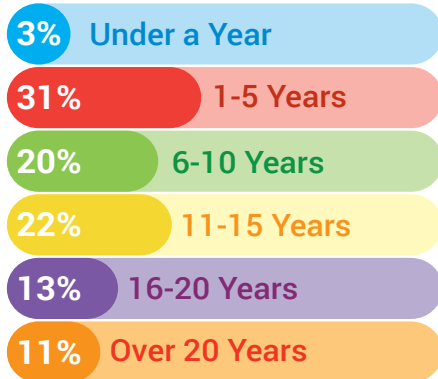
About Our Clients

Our clients consist of managed IT services providers, VARs, systems integrators and IT solution providers who deliver outsourced IT services and support to other small and medium as well as small enterprise businesses. The services they recommend, sell and support include fully outsourced IT services and support, help desk services, backup solutions, IT security solutions and monitoring, e-mail and collaboration tools, cloud computing, hardware, software, phone systems, printers and office equipment, VoIP, Internet, fiber-optic cable and all things that touch the network.

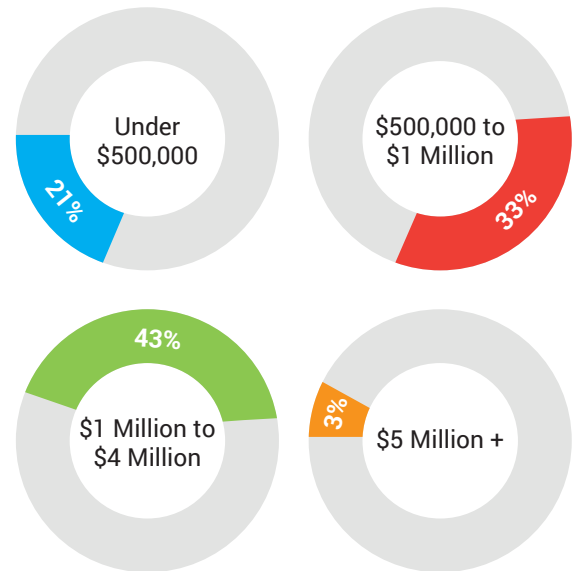


Client Profile

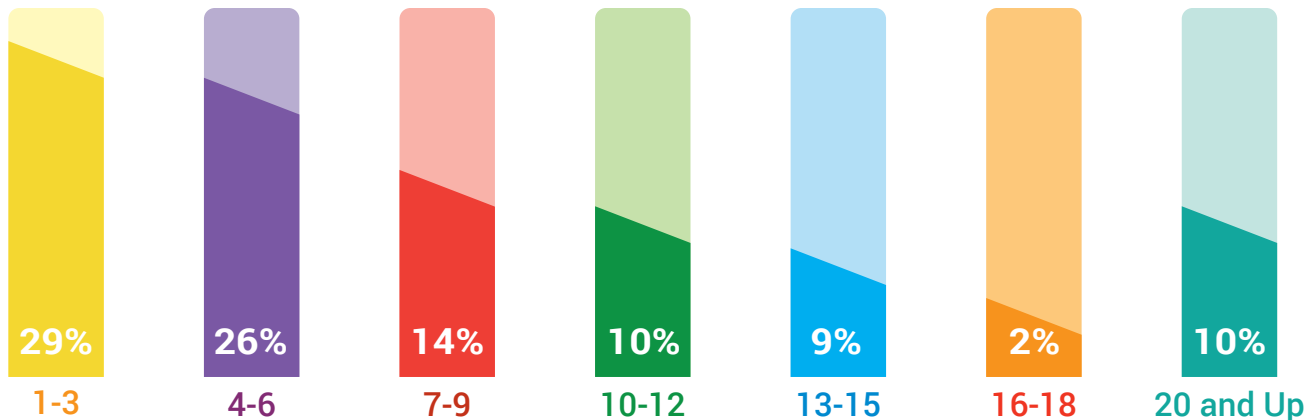
Range of Years in Business



Range of Annual Revenue



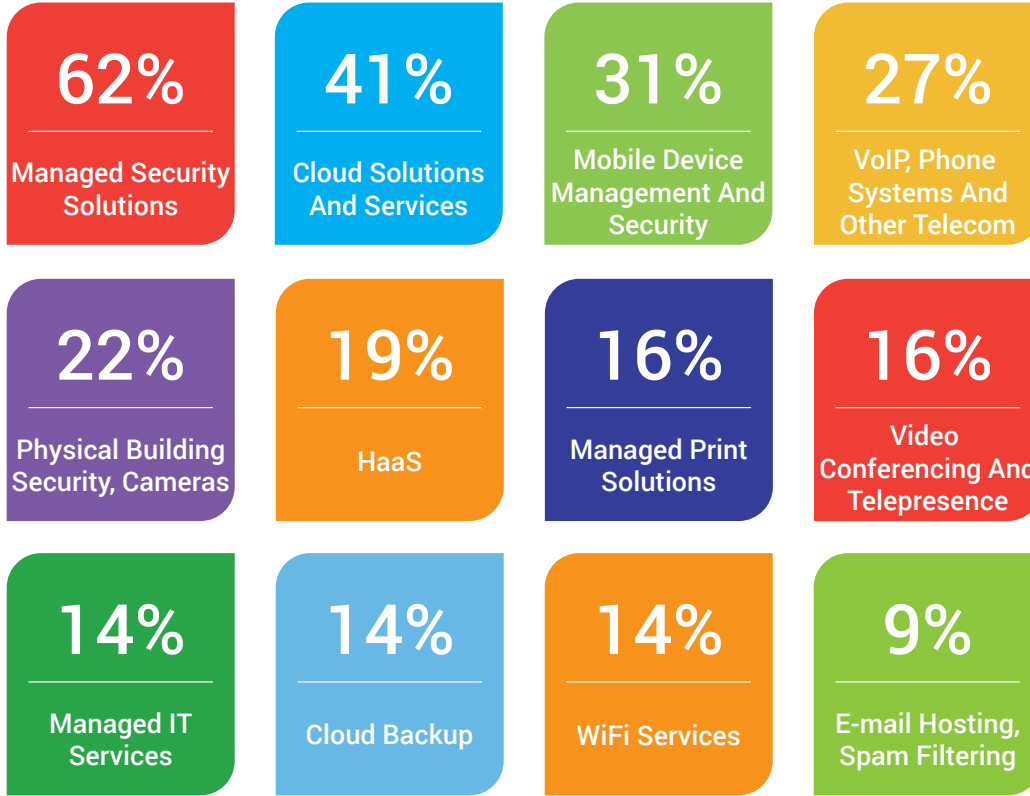
Range of Number of Employees



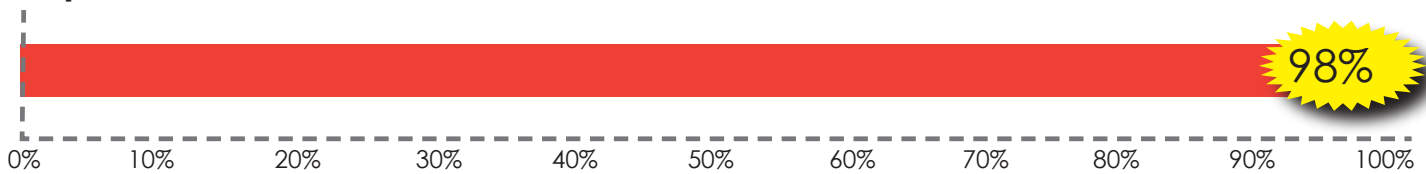


Client Profile Continued

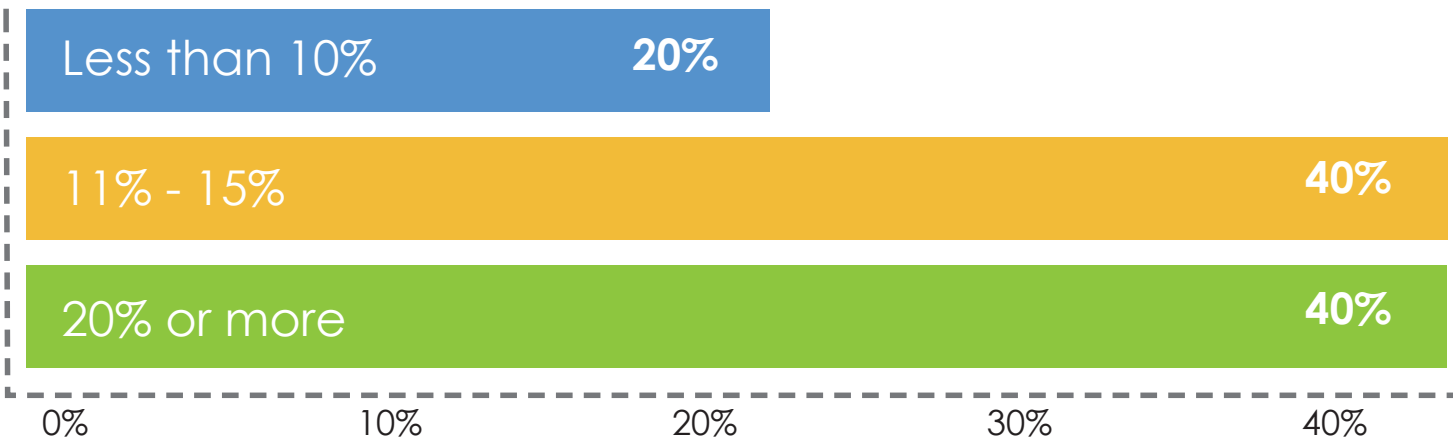
New Services Looking To Offer



The Percentage Of Attendees Who've Done Business With One Or More Of The Sponsors Of Our Events



Our Clients' Anticipated Revenue Growth Over The Next Year



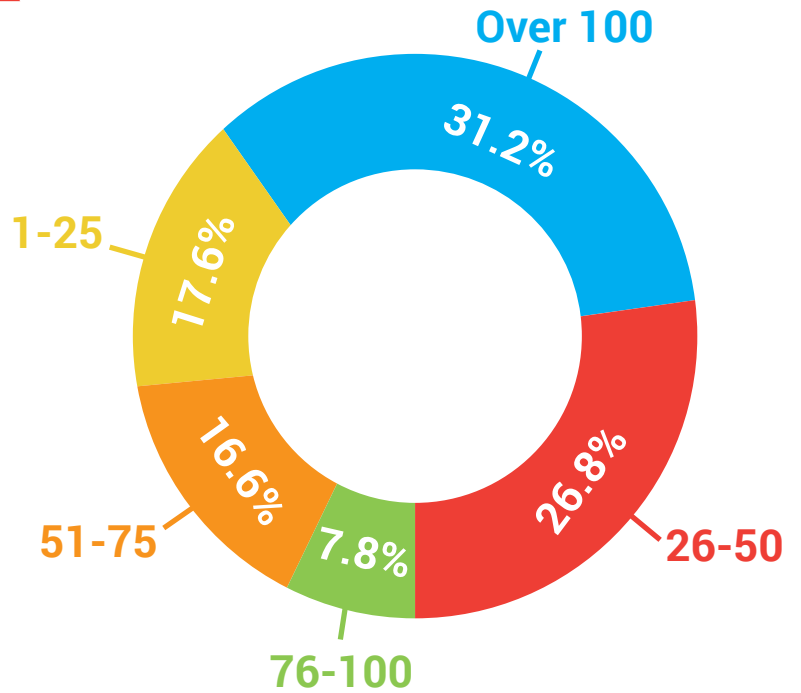


Client Profile Continued

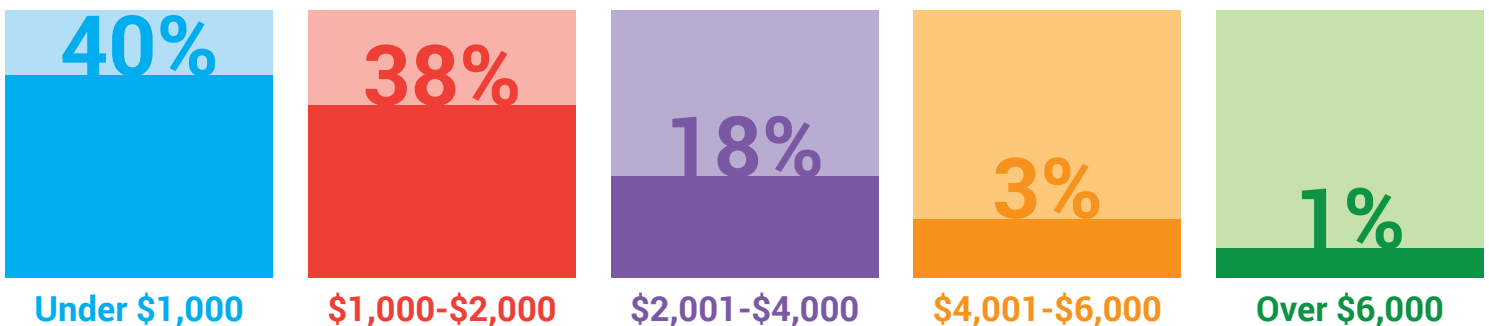
Vertical Markets



How Many Clients?



Range of Average Managed Services Contract



About Our Clients



What Kind Of Results Do Robin's Clients Achieve?

- ✓ 83% Increase In Gross Sales
- ✓ 227% Increase In Net Profits
- ✓ 244% Increase In # Of MRR Clients
- ✓ 77% Increase In Recurring Revenue

These Are The Average ANNUAL Increases For All Candidates In The "Better Your Best" Competition Over The Past 5 Years.

Who Are Our Clients?

- ✓ Small to mid-sized VARs, systems integrators, MSPs, solution providers and IT consulting firms
- ✓ Over 8,000 clients in 23 different countries

- ✓ Over 1,200 active coaching members
- ✓ Database of over 34,200 IT business owner subscribers to our e-zine who have requested more information on marketing and increasing sales in their business

Social Media Stats

Facebook

- 2,998 people tracking this page ("Like")
- Average post reach: 1,444
- Averaging 32 page views per day

Blog Posts

www.toolkitlive.com/videoblog

- Monthly training videos delivered via a video blog with over 897 monthly visitors

Twitter

- 5,575 followers

Our Websites:

Average monthly site visits:
10,204

Average unique visitors per month:
6,444

Average monthly page views:
15,011

Average daily visits:
320

LinkedIn

- 1,784 members in our Technology Marketing Toolkit LinkedIn Group
- 9,686 Connections

Featured Articles In:

- eChannelline
- Channel Pro
- Business Solutions Magazine
- Vertical Systems Reseller
- Channel Partners Magazine
- MSPMentor



What Our Sponsors Say About Working With Us



“Robin’s Group Is Consistently Providing High-Quality Content And Attendees That Contribute To A Very Strong ROI For Datto”


“Consistently Robin’s programs have proven to be one of the most promising investments Datto has made on a sponsorship level. Year after year, we return with high-quality leads that turn into some of our more successful partners. We have found that MSPs who attend Robin’s events show positive growth in comparison to the average MSP, and Datto partners who invested in sales and marketing training consistently have a higher success rate.”

– Rob Rae, 



“Can’t Wait To Come Back Next Year”

“The quality of the partners here at the Robin Robins Boot Camp is great, and the response to Auvik’s network infrastructure RMM has been amazing. We’ve been having so many excellent conversations and can’t wait to come back next year.”

– Jacqui Murphy, 



“We Sign Up A Lot Of People At Our Booth Because They Can See All The Products, See Us And Get The Face-To-Face Interaction”


“We’ve been coming to the Boot Camp events as well as the Producers Club events and really enjoy it. We get to meet with a lot of our clients, new clients and existing clients, the CEOs and owners, which is fantastic. We sign up a lot of people at our booth because they can see all the products, see us and get the face-to-face interaction. We’ve done a lot more than just sponsoring the booth as well – bags and a few other things – and had great success with that.”

– Salim Usiff, 



“Sponsoring Robin Robins’ Event Was A Channel Manager’s Dream”


“I was able to have really productive one-on-one discussions with the right people at the right time. More specifically, we had about 10 to 15 conversations with local MSPs that were looking to diversify their portfolio in terms of revenue stream (which is an ideal prospect for us). We made personal connections and have already started to onboard new partner agents.”

– Christine Sanni, 



“Some Of The Best Partners We Have Come From A Robin Robins Boot Camp”


“The CEOs coming to Robin’s events are here for business – not a paid vacation thinly veiled as a business trip. That makes them a far more qualified lead for us and the kind of audience we want to gain access to.”

– Brett Jaffe, 



“If Robin Yost Calls You, RETURN HER CALL!”

“I wish we would have made the decision to sponsor this event two years ago! Never before have we had this much success or such an immediate, positive response to our offer. This was our first event with Technology Marketing Toolkit and it delivered FAR more than we expected.”

– Ryan Goodman, 



“A Wonderful Opportunity For Microsoft”


“Our sponsorship at the Robin Robins event generated the most qualified leads of the year! It’s a true miracle to be able to meet all of the marketing decision makers of IT companies in the SMB space. Robin made it a priority to get attendees to engage with us. It was a wonderful opportunity for Microsoft!”

– Abby Woodington, 



“In A Word, Phenomenal!”

“This is our third event, and the attendees here are exactly the types of partners we are looking for! They are engaged, responsive and interested in talking to us. Plus, Robin’s team is fantastic to work with, continually checking in to make sure we have everything we need and taking care of us.”

– Ira Feuerstein, 

What Our Sponsors Say About Working With Us



“We’ve Never Had A Bad Show With Robin, And Our ROI Is Always Astounding”

“Robin Robins’ events are our favorite events time and time again. The quality of the leads here is terrific and the people that Robin puts us in front of are precisely the kind of people we want to partner with. The attendees at Robin’s events are extremely serious about growing their business and invest copious amounts of time and energy to be here. Technology Marketing Toolkit events are designed to let the attendees meet and speak with the sponsors, and many spend quite a bit of time talking with us and about us. This group is a great referral source. We’ve never had a bad show with Robin, and our ROI is always astounding. Since starting with Robin, we’ve grown to almost triple our original size.”

– Mark Winter, RapidFireTools



“Sponsoring the Producers Club Has Really Been A Great Partnership For Us”

“Producers Club members are truly investing in growing their business, and having the opportunity to meet with the group on a routine basis allows us to meet new members and engage regularly with existing partners in the group. As we plan our annual events, this is one we make sure to attend.”

– John Tippett, datto



“We Have Been Sponsoring Robin Robins For 3 Years Now. Every Year We Increase Our Sponsorship Because Of The High-Quality Leads We Get”

“The leads we get are excellent. We are able to turn many of them into partners and we also meet lots of existing partners within this organization. These events are always extremely well run, with minimal wasted time. One of the things we really like is that all the vendors are presented on equal footing; everyone’s displays are the same size.”

– Patrick Felicetta, Secure Now!



“I Don’t Think We Would Be As Successful In Business As We Are Today Had We Not Partnered With Robin”

“We continue returning to Robin’s events because of the high-level clients that she has. These MSPs are knowledgeable and have proven expertise. They talk amongst each other and often come to us with an understanding of our product and their need for it, which creates an opportunity for us to grow with them exponentially. The ROI of Robin’s shows are the highest of any show we go to, and we’ve seen tremendous growth through the Technology Marketing Toolkit events. Our first sponsorship with Robin resulted in 15 new clients. Since then we’ve acquired over 180 new clients as a direct result of sponsoring her event. I don’t think we would be as successful in business as we are today had we not partnered with Robin.”

– Justin Reinmuth, techrug



“This Is Our Fifth Year Sponsoring Robin Robins’ Boot Camp. We Get Really Excited To Be One Of The Celebrity Book Sponsors”

“The keynote speaker gives out a book and the attendees stop by our booth to pick it up, which gives us the opportunity to talk to everyone. That is always very exciting, with numbers continuing to grow year after year, because this helps us grow our database, partner base and touch base with our current partners.”

– Erin Shaw-Crowley, Intronis



IT Sales And Marketing Boot Camp

www.RobinsBigSeminar.com

What Is Boot Camp?

This is a four-day annual user conference we call the *IT Sales And Marketing Boot Camp*. This event has been held in Nashville every spring for the past 10 years and has approximately 800-900 attendees, with a 20% growth rate year upon year. The purpose of the event is to deliver business, marketing and sales-generating strategies for our members, and it features Robin Robins as well as presentations from our most successful clients, celebrities and well-known experts, such as Mike Ditka, Bill Rancic, Lou Ferrigno, Buzz Aldrin, Mike Rowe and Diana Nyad. We also feature top business leaders and best-selling authors such as Nido Qubein, Verne Harnish, Mike Michalowicz, David Allen, David Meerman Scott, Brendon Burchard, Kevin O'Leary, Larry Winget, Jack Daly and many, many more.



Who Attends?

This event is attended by approximately 800-900 CEOs of IT services firms that are a combination of all our Producers Club members and clients. These attendees are MSPs, VARs, systems integrators and IT consultants who recommend, install and support various IT services for small to medium businesses and enterprise accounts. Approximately 90% of the audience will be the CEOs, with the remaining 10% made up of sales and marketing executives who work for them. Our title sponsors have a number of VIP passes to invite THEIR clients and prospects as VIP guests (for free), to make the event an excellent means of getting face-to-face with their clients and prospects as well.



IT Sales And Marketing Boot Camp



www.RobinsBigSeminar.com

What Do Attendees Pay To Attend?

The average ticket price is \$1,797 to attend, excluding hotel and travel. There is no other event like this in the industry, where attendees can get the ultimate IT marketing education experience, proven revenue-generating strategies and an amazing lineup of speakers, authors and industry experts.

Location

The Boot Camp is held in Nashville, TN. Full details for this event can be found at www.RobinsBigSeminar.com.

Who Is This Sponsorship Ideal For?

Any company that wants to gain access to highly motivated IT services providers who are serious about growth. You won't be lost in a large exhibit hall, relegated to only a few hours, during this four-day event. You will be front and center, located in the hallway between the main room and the breakout sessions, having access during all four days.

Any seasoned event marketer will tell you that getting people to an event is one of the MOST difficult things to accomplish in marketing; however, the people who show up are DRAMATICALLY easier to talk to about your company because they aren't being distracted by the chaos going on in their office and aren't hiding behind e-mail, voice mail and gatekeepers. Plus, this event is attended by those serious about business growth who have invested their own money to be there, not people who are getting a "paid vacation" to attend.



Boot Camp



www.SponsorRobinRobins.com



IT Sales And Marketing Boot Camp

www.RobinsBigSeminar.com

Virtual Boot Camp Sponsorship

We provide attendees the ability to attend Boot Camp virtually via our live stream and online chat. Approximately 200-300 attendees will participate via the live stream. As a Virtual Boot Camp Sponsor, your company's branding and messaging are provided to all virtual attendees. You also have the ability to display your company's ads during the LIVE-streamed event during the breaks to all virtual attendees plus to the ENTIRE conference via the "on-demand" post-show website.



Celebrity Sponsorship

This exclusive sponsorship opportunity includes step-and-repeat photos of all attendees with the celebrity, standing in front of a backdrop with your logo. You'll also receive access to a private meet and greet with the celebrity (if arranged), and copies of all celebrity photos will be available to attendees at your booth, driving hundreds of qualified prospects your way!



Celebrity speakers at past years' sold-out events included Mike Rowe, General McChrystal, Kevin O'Leary and Buzz Aldrin.

IT Sales And Marketing Boot Camp

www.RobinsBigSeminar.com



Speaking Opportunities

One of the BEST ways to sell your products and services is stage time. At Boot Camp, we offer a limited number of presentation spots for our sponsors. This captive audience is often looking for the solution you're selling and is highly motivated to improve their solution offering. Choose either the 30-minute or 45-minute breakout session. Your session is audio recorded and posted on the Virtual Site along with your presentation so all attendees can access it after the event. Love the spotlight? Our Premier Sponsors will also have the ability to present in the main room (not a breakout room) and have their session streamed LIVE to all virtual attendees. Ask for more details on this option when you call.



Breakout Speaking Sessions

Book Signings With Best-Selling Authors

Want to drive a massive flood of people to your booth AND gain the goodwill of attendees? Then be a Book Sponsor! Every year at Boot Camp we have several best-selling authors speak.

As a gift to attendees, we can hold a book-signing at your booth where each attendee will receive a copy of the author's book with YOUR logo on it (we design a sticker for the book with your logo and URL) and you can provide collateral to insert inside. We'll also have a photographer at your booth snapping pictures of attendees meeting the author and getting their book signed, which attendees then post to their social media sites, giving your brand even MORE exposure! Private or exclusive author meet and greets may be available. Contact us at (615) 790-5011 or sponsors@technologymarketingtoolkit.com for more details.

As a Book Sponsor, you'll receive:

- Your logo and company URL on the book cover.
- Books handed out at your booth, driving all attendees there.
- The ability to have a book signing and photo opportunity with the author available to attendees at your booth. (Note: This must be agreed upon by the participating author.)

Mike Michalowicz, Author of Surge



Dan Heath, Author of Made To Stick





IT Sales And Marketing Boot Camp

www.RobinsBigSeminar.com

Additional Ways To Expose Your Brand To Attendees At Boot Camp

- Include articles, ads, press releases or other content in the conference workbook.
- Have your logo on the conference bag, and on attendees' room keys and lanyards.
- Include marketing materials, handouts or other goodies in the conference bag.
- Invest in a room drop of a sales letter, brochure or other marketing collateral to each attendee's room.
- Send a pre-event postcard mailer to all registered attendees.
- Have your logo and branding in the "Better Your Best" competition workbooks, car giveaway and press release regarding the winner.



On A Budget Or Want A Low-Cost Way To Get Involved?

If you're on a budget or if you just want to "dip" your toe in and test out what sponsoring one of our events is like, you can simply be an Exhibit Sponsor with a booth. This sponsorship includes:

- A 6-foot skirted exhibitor table, 2 chairs and power to your table (call for more details).
- Event Pass for 2 people that includes breakfast, lunch and access to the entire Boot Camp.



Customize Your Boot Camp Experience

Looking for a unique way to reach Boot Camp attendees? Maybe you'd like to throw a private party, have an on-site lab, a coffee lounge, workstation area, evening out on the town, movie night, book signing or some other value-creating experience. We can make it happen! Contact our Sponsorship team at **(615) 790-5011** or e-mail ryost@technologymarketingtoolkit.com for more details.

- | | | |
|--------------------------|----------------------------------|----------------------|
| • Conference Bag Sponsor | • Conference T-shirt | • Private Receptions |
| • Conference Lanyards | • Private Labs | • Room Drops |
| • Hotel Key Sponsor | • Exclusive Meeting Sponsorships | • Break Sponsorship |
| • Pre-Event Mailer | | |





Producers Club

www.RobinsProducersClub.com

What Is This Event?

This is our 2 1/2-day quarterly Producers Club meeting in Q1, Q3 and Q4. Our Producers Club members are our most successful, fastest-growing clients.



Who Attends?

This event is attended by approximately 300 CEOs of IT services firms. The rest attend via virtual live stream. Better than 90% of the audience will be the owners of the business; the other 10% will be made up of their sales and marketing teams, or their spouse who assists them in running the business. Our total membership is made up of 399 IT services companies (and growing).

What Do Attendees Pay To Attend?

Producers Club members spend \$17,964 per year for their membership, excluding hotel and travel. They are truly committed to growing their business by investing in themselves and solutions that can help them better serve their clients and add new revenue streams.



“Producers Club Was The Single Best Investment I Have Ever Made

In My Business”

“That single decision to take the leap of faith, that if I worked hard on Robins’ system...I would be able to afford the membership. I was right. A one-man band in 2013 – struggling because there wasn’t enough time in the day – to now 3.5 employees (including myself), quarterly trips to Nashville from my smaller Canadian city (those trips aren’t cheap for us...add roughly another \$12K in expenses per year for myself and my *financial advisor* to attend) AND last year saw an over 256% growth in my bottom line... yup, GROWTH to the bottom line even with the expense or Producers Club membership... even with the increased costs of committing to getting to the Producers Club meetings quarterly, even with the increased salaries of the new employees... Producers Club was the single best investment I have ever made in my business.”

– Scott Beck, BeckTek IT

Producers Club



www.SponsorRobinRobins.com



Producers Club

www.RobinsProducersClub.com

Who Is This Sponsorship Ideal For?

Any company that wants to gain access to high-quality, highly motivated and growing IT services providers should be at this event. You won't be lost in a large exhibit hall, relegated to only a few hours, during this 2 1/2-day event. You will be front and center, located in the hallway between the main room and the breakout sessions, having access during all 2 1/2 days. Any seasoned event marketer will tell you that getting people to an event is one of the MOST difficult things to accomplish in marketing; however, the people who show up are DRAMATICALLY easier to talk to about your company because they aren't being distracted by the chaos going on in their office and aren't hiding behind e-mail, voice mail and gatekeepers.



Average Increases By All Candidates In The Producers Club "Better Your Best" Competition



83%
Average Increase In Revenues



227%
Average Net Profits



77%
Average Increase In Managed Recurring Revenue



244%
Average Increase In Managed Recurring Revenue Clients



"We Began This Year With \$1,934,052 In Revenue On The Books"

"When I originally joined Producers Club four years ago, we were consistently generating between \$1.2M and \$1.4M in break-fix, year after year. We had no goals, no recurring revenue and started each month with \$0 in revenue. **Last year we ended with \$2,810,915 in revenue, \$161,171 per month in MRR and nearly 20% net profit (after owner salaries).** We started 2017 with \$1,934,052 in projected monthly contract revenue without adding a single client. Over the past four years, I have watched some companies experience rapid one-year growth spurts and then fall flat the next year or two. They experience success and then lose their focus and momentum. I've been able to grow our business consistently with top-line revenue gains of over \$500,000 for three of the past four years.

Two years ago, I was onstage at Boot Camp competing to be Robin's Spokesperson. I didn't win, but the process reinforced the fact that Robin's marketing materials work. Most importantly, I learned the power of consistency in my marketing. I had done a seminar with great sales results, but failed to repeat the campaign. Several months later Robin asked why I wasn't repeating the process over and over to gain more clients. Lesson learned. From that point on, we religiously put together an annual marketing plan and stuck to it. Bolstered by our continuous marketing plan, we again grew the company, this time by \$508,312."

— *Charles Henson*, Nashville Computer

Cyber Security Marketing Roadshow



www.CyberSecurityRoadshow.com

What Is This Event?

This is a 1 1/2-day workshop delivered in five major metropolitan cities across the US in the fall time frame (August to September). The event is extremely content-rich and focused on helping the CEOs of IT services firms IMPLEMENT a far more effective marketing plan for their business.

Technology Marketing Toolkit, Inc.




CYBER SECURITY

MARKETING ROADSHOW



“It’s A Win-Win For The Vendors And The Partners!”

“If you’re on the fence about attending, GO. GO. GO. Take your sales manager or your spouse (my financial manager *grin*). I would also encourage you to talk to your vendors (if you like them) to sponsor more of these. It’s a win-win for the vendors and the partners. I’m likely to start using two or more of the vendors at Chicago, BECAUSE they were there and I had ample time to question them.”

– Rick Rusch, 
Complete Programmed Accounting, Inc.

Who Attends?

This event is attended by approximately 100-150 CEOs of IT services firms that are a combination of our Apprentice Club members, our general client base of IT services providers who have invested in one or more of our products or programs and a small percentage of our Producers Club members (some just can’t get enough of us). Better than 90% of the audience will be the owners of the business; the other 10% will be made up of their sales and marketing teams, or their spouse who assists them in running the business. Our title sponsors are also permitted and encouraged to invite THEIR clients and prospects as VIP guests (for free), to make the event an excellent means of getting face-to-face with their clients and prospects as well.



“The Vendors Are Top-Notch!”

“I went with my sales and marketing staff, and it was great to get them all onboard, and they got a lot of great ideas we are already implementing! The content and ideas really helped me to solidify my cyber security solution, and the vendors were top-notch!”

– Bill Oams,
Business System Solutions Inc.



www.SponsorRobinRobins.com



Cyber Security Marketing Roadshow

www.CyberSecurityRoadshow.com

What Do Attendees Pay To Attend?

Our clients are able to register for \$99; however, non-clients have to pay \$599 to attend the Roadshow. Our Title Sponsors are given between 20 and 50 tickets they can give away for free to key prospects and clients. We also assist our Title Sponsors in marketing the event to their lists with direct mail and e-mail campaigns we create for them to use; plus we will include at least one mailing to our Title Sponsor's list to promote the event, which we pay for.

What Locations?

The cities vary and are determined in collaboration with our Title Sponsors. The five cities are usually chosen from the following: Los Angeles, San Diego, Dallas, Chicago, Boston, New York, Philadelphia, Las Vegas, Washington, DC, and Orlando.

Who Is This Sponsorship Ideal For?

Any company that wants to gain the benefits of a live "Roadshow" for selling their products and services without the costs, logistics, marketing challenges and risk. Any seasoned event marketer will tell you that getting people to an event is one of the MOST difficult things to accomplish in marketing; however, the people who show up are DRAMATICALLY easier to talk to about your company because they aren't being distracted by the chaos going on in their office and aren't hiding behind e-mail, voice mail and gatekeepers. As a Title Sponsor, you can piggyback on this event to invite your own key prospects and clients to launch new products or gain more resellers – and the topic of learning proven ways to market and sell IT services is a BIG draw that attracts resellers interested in GROWTH. Best of all? WE will be doing all the logistics, marketing AND incurring the expense of getting fresh, new prospects there; you get all the benefits without all the work.

"Sponsoring Robin Robin's Event Was A Channel Manager's Dream"

"I was able to have really productive one-on-one discussions with the right people at the right time. More specifically, we had about 10 to 15 conversations with local MSPs that were looking to diversify their portfolio in terms of revenue stream (which is an ideal prospect for us). We made personal connections and have already started to onboard new partner agents." – *Christine Sanni, Channel Manager*





Powerful And Inspiring Keynotes, Webinars And Training Seminars

If Your Audience Is Made Up Of CEOs Or Sales And Marketing Executives Of IT Services Firms, You Won't Find Another Speaker Who Can Deliver A More Powerful, Useful And Inspiring Presentation Than Robin Robins.

You can hire any number of other sales and marketing speakers with zero experience in selling IT services who will only deliver a canned presentation filled with generic marketing concepts – or you can hire the industry's leading speaker, expert and author on IT services marketing, Robin Robins.

Marketing is ALWAYS an in-demand topic at any IT industry event – and Robin will deliver much more than an “inspirational” speech on the subject. She'll give your attendees a content-rich session that contains tangible, specific and useful information and strategies that are directly relevant to companies selling IT services. From industry research to specific exhibits and case studies, Robin's session will be chock-full of useful and current case studies, examples and information your attendees can actually use the minute they get back to their office.

All of Robin's sessions are based on her 14+ years' experience in working exclusively with MSPs, VARs, solution providers and IT services businesses for increasing sales, online marketing, branding, demand generation and consultative selling. Every session she delivers is customized for the audience she will be speaking to.

Topics include:

- Demand generation and attracting quality clients
- Website and e-mail marketing
- Consultative selling strategies for exceptionally high close rates
- Selling at premium prices
- Positioning, target marketing and branding
- Google AdWords for MSPs
- Building Marketing “Oil Wells”
- Getting prospects to understand the value of IT

“If You Are Looking For A Dynamic Speaker For Your Next Conference, I Would Recommend Robin Robins”



“Robin spoke at the WatchGuard Partner Conference and did a great job providing marketing strategies to help our partners grow their businesses.”

– Bill Smith,  WatchGuard Technologies

Below Are A Few Of The Most Popular Formats, But We Are Willing To Customize A Program To Fit Your Specific Audience, Event And Preferences.

Keynote Speech:

Forget about “come away with just one good idea” presentations – Robin will completely transform not only the way your audience thinks about marketing, but how they approach their entire business model, competitive strategy and their role as leader of their organization. Robin will talk about why most IT services companies struggle to acquire more and better-quality clients using industry research and studies, and then deliver the solution to the problem by outlining the three component parts of building a powerful, predictable and successful marketing “machine” for any IT services business. Your audience will be furiously taking notes to capture all of the thought-provoking ideas, tips and strategies Robin will deliver in her 90-minute session.



Get ready for RAVE reviews! This includes:

- A customized 90-minute presentation designed specifically for your audience and agenda.
- Pre-event research to tailor the content to attendees.
- Pre-event promotional videos you can send to attendees to get them excited about your event and provide “teasers” for what’s to come.

Half-Day Or Full-Day Workshop Seminars:

If you want more than a “taste” for your audience, Robin can deliver a half- or full-day workshop that is certain to deliver extreme value to your attendees. These training sessions are fully customized to the solution your audience is selling or the specific topic you’d like Robin to cover, be it a broader topic, such as how to create a working marketing plan in your IT services business, or more specific topics like online lead generation, e-mail marketing, consultative selling, etc. Attendees will leave with a clear and direct action plan they can put to use, along with relevant examples, templates, case studies, tools and resources for getting a marketing plan IMPLEMENTED in their business. Content can be customized to the specific solution being sold, be it backup, security solutions, managed services, mobile device management, launching a cloud service, etc.

- Program Length: 4-8 hours.
- Materials Included: Customized workbook and handouts, case studies, examples and worksheets. Robin will conduct pre-event research with your audience to hone the content, examples, topics and deliverables.

Single Webinars Or Webinar Series:

If you want your attendees to get the information Robin offers in a more convenient form, webinars are ideal. As with all presentations, Robin will customize the content to your specific needs and audience. You may use these webinars as a means of helping your partners to be better at selling a particular solution, to reward your top performers for their loyalty or to get more of your partners onboard and engaged in reselling your services and solutions. Some companies have even used Robin’s webinars as a means of attracting more partners and building their e-mail list. These webinars can be delivered as a single, stand-alone session or in a series for greater impact.

- Program Length: 1-6 webinars that are 60-90 minutes in length.
- Materials Included: Customized workbook and handouts, case studies, examples and worksheets. Robin will conduct pre-event research with your audience to hone the content, examples, topics and deliverables.

The Technology Marketing Minute Newsletter And Blog Sponsorship

The Technology Marketing Minute is both a monthly newsletter and an online blog. Each month, **over 4,400 industry partners and MSPs** receive this four-page newsletter.

Sponsorship durations range from monthly or quarterly to an annual basis. As a Technology Marketing Minute sponsor, you may include an ad in this monthly newsletter as well as placing an ad on the blog version at www.TechnologyMarketingMinute.com.



Over 4,200 Subscribe To The Technology Marketing Minute Newsletter

The Marketing Strategy Brief Newsletter And Robin Recommends

Every month over **1,200 members** receive a **12-page printed newsletter** packed with proven sales strategies and marketing examples that you can put to use immediately in your business. (This is a **paid** publication for members who pay **\$1,297 to \$1,797 per month** to belong.) Topics include direct mail, website strategies, e-mail, pay-per-click, search engines, websites, trade shows, networking events, brochures, sales scripts and more.

As a Marketing Strategy Brief sponsor, you may include an ad in this monthly newsletter. The sponsorship durations range from monthly or quarterly to an annual basis.



Over 1,200 Subscribe To The Marketing Strategy Brief Newsletter

Video Blog Sponsor

Robin engages her entire list of clients and IT business owner prospects via her Video Blog. This blog provides content-rich videos on various topics on business building, marketing, sales strategies and occasionally vendor-partner interviews. Robin's videos are viewed over 1,000 times on average, with traffic driven via e-mail to our list and all social media sites. For more details on being interviewed by Robin on our Video Blog, contact us direct.



Over 897 Visitors Per Month



Product Launches

Your company can be exposed to thousands of IT services firms as a sponsor of a new product launch or an existing product relaunch. There are three different ways you can benefit as a Product Launch sponsor:

- 1. As An Affiliate** – Affiliates receive a specified percentage of the product sales related to their involvement. We will do all the work for you in setting up your affiliate account and giving you e-mails to send to your list to make it as easy as possible.
- 2. As A Sponsor** – If you would like to be PART of the program, you can purchase a sponsorship. This includes an exclusive interview with a key player in your organization on a topic pertaining to the product. This teleseminar would be considered part of the product and would expose your services to thousands of new MSPs for years as they enroll in the program.
- 3. Recommended Vendor** – With each product launch, we put together a “coupon book” of offers and discounts for our clients. When they purchase the program, we’ll give them this book of vendors we recommend and special discounts, freebies and other offers YOU are making available to our list. This will be done both electronically on our member site as well as in the physical product. You’ll be able to have an ad with an offer in the printed version.

Advertising On The Member Dashboard

Over 2,500 members access our Marketing Dashboard to get product information, find marketing resources and templates, attend our members-only events, track their KPIs and campaign results and much, much more. With this sponsorship you have the option to display your company’s ad on the main home page that all members see upon login. Some dashboard advertising spots include:

- Text Link, Tile, Quick Response Code or Button
- Skyscraper
- Vendor Spotlight Leaderboard
- Footer Banner Anchor



Special Sponsorship Events With Robin

You name it, we can arrange it. Whether it’s a special one-off event or a unique add-on to our existing event, we can work to develop a creative sponsorship that will help you reach our customers and provide a truly individualized experience.

Some examples are:

- Tailored Roadshow
- Dave And Buster’s Game Night
- Movie Night
- Casino Night



Give Your Partners A Marketing Plan That Will Actually Produce RESULTS For You AND Them

Let's face it: while technically proficient, your partners are terrible at marketing, advertising and selling. Because of that, it's much harder for YOU to hit your growth targets and attract more new partners. Maybe you've tried to provide marketing support but quickly discovered they don't use the resources you give them and then complain that you aren't helping them with marketing. That's where we can help.

If you want to give your partners a highly effective marketing system they will actually use, appreciate and get results with, then we can put together custom marketing training, templates, campaigns and seminars to absolutely guarantee your partners see results fast (and THANK you in return with more loyalty, referrals and sales).

Custom Training Programs Can Include:

- Custom training webinars or a webinar series.
- Live events, seminars and roadshow tours.
- Custom marketing campaigns and toolkits that will help your partners with web marketing, solution selling, social media marketing, Google AdWords, direct mail, telemarketing, seminars, webinars, referral programs and much, much more.
- Providing your partners access to one or more of the proven marketing toolkits we currently have, at a highly discounted rate.

This Is Ideal For:

- Helping your partners sell and promote a new product or service you've launched or are about to launch.
- Increasing "stickiness" and loyalty to your brand.
- Gaining a competitive advantage against other vendors who do not provide marketing support and sales training (and NONE of them can compete with what we provide).
- Engaging your members for testimonials, case studies and feedback.



*Eric Townsend,
Director of SMB and
MSP Marketing, Intel*

"One Event Generated Over \$83,000 In Revenue For One Of Our Partners"

"Robin truly has the ability to get IT services providers to take action and report results. She knows the channel and goes above and beyond to get results. The MSPs participating in the Mobility and Cloud Seminar program held live events, with one event generating over \$83,000 in revenue for one of our partners. Based on our experience with our first project, we will definitely continue working with Robin."



Vendor Case Study

How Robin Helped Microsoft Partners Sell 2,782 Office 365 Licenses And Generate \$491,107 In Sales In 11 Weeks



Microsoft engaged Robin to develop a program to help their SMB Partners sell more Office 365 licenses. The program was launched via webinar to over 1,500 US-based Microsoft partners, with 473 registering for the webinar. The webinar announced a pilot program for a select group of 25 partners to participate in an 11-week program with Robin to sell more Office 365 licenses and migrations. The partners had to apply to get in the program (155 applied), agree to participate in the biweekly calls and the two-day in-person training, implement the campaigns, report results and pay \$2,500 to be a part of the program.

Robin interviewed customers of the pilot group and developed a series of campaigns consisting of e-mails, direct mail, LinkedIn messaging and call scripts. The program was rolled out over an 11-week period via biweekly webinars and a two-day workshop in our office.

Program Results

- Average participant generated 21 new OPPORTUNITIES and closed five new contracts.
- The top six generated an average of 48 leads, 11 closed contracts and \$491,107 in NEW sales in just 11 weeks.
- The top six had \$3,704,855 in the pipeline to close.

We ran a contest to encourage implementation of the campaigns and reporting of results. The contestants submitted essays detailing the number of campaigns implemented, sales generated and Office 365 licenses sold. The first-, second- and third-place winners were recognized onstage at Boot Camp. Robin did a presentation at Boot Camp on the program and shared the contest essays with Boot Camp attendees.



Microsoft

“Our Partners Were Getting NEW Opportunities In Day 1 Of The Workshop Robin Held!”

“The Microsoft SMB team here in the US was looking for a marketing program that would help our partners to not only IMPLEMENT more marketing for Office 365, but actually get results; Robin Robins and her team delivered just that. For quite some time our partners had been asking us, ‘Why aren’t you guys working with Robin Robins?’ Now I can see why they asked. Robin got our partners to actually do the work, invest their time and money into marketing Office 365 and (most importantly) generate measurable results in new leads, opportunities and sales. In fact, our partners were getting NEW opportunities in day one of the workshop Robin held! Incredible! The partners who have been through this program have raved about how valuable it was – one that we should have been doing a long time ago.”

– Diana Isbak, Senior Manager-Partner Channel, US SMB at Microsoft

Vendor Case Study Continued



First Place



Matt Katzer, KAMIND IT

“We’ve been wildly successful with the program so far. The best part is that we’ve learned new ways of growing our business, which was our major goal this year.”

New Leads Generated: 106
New Clients Closed: 18
Office 365 Licenses Sold: 909
Sales Closed: \$865,378
Sales In The Pipeline: \$1,179,166

Second Place



Leesa Richardson, Keller Schroeder

“Going through this process with Robin has caused us to improve many of our internal processes in support of running the Office 365 campaigns, which has made us stronger as a whole with regard to our marketing tools and efforts.”

New Leads Generated: 69
New Clients Closed: 10
Office 365 Licenses Sold: 155
Sales Closed: \$1,205,905
Sales In The Pipeline: \$1,734,535

Third Place



Jason Adamany, Adesys

“I feel like we have only seen the tip of the iceberg as far as results go from this program. We have a process that is getting better tuned every day and we will continue to kick off campaign after campaign to different vertical markets. I am certain that there will be more leads and converted leads as a result of this program throughout the year.”

New Leads Generated: 45
New Clients Closed: 15
Office 365 Licenses Sold: 162
Sales Closed: \$413,460
Sales In The Pipeline: \$250,000

Here Are Just A Few Of The Companies Who've Partnered With Us



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