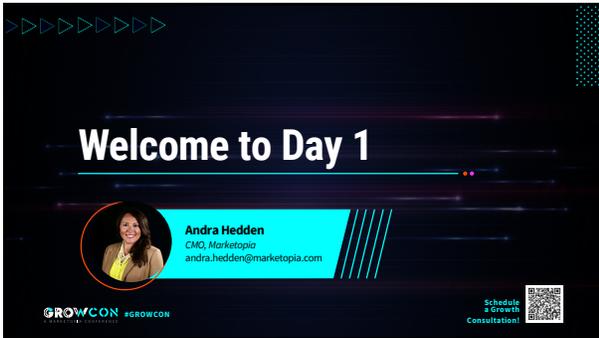




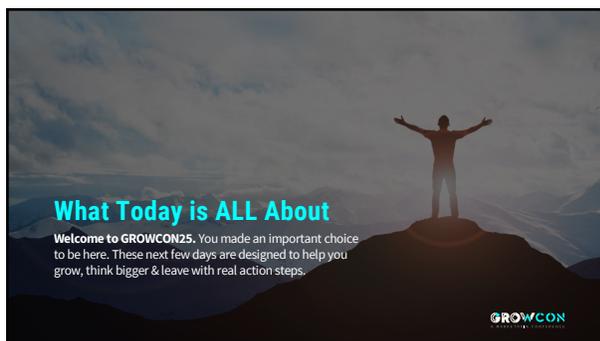
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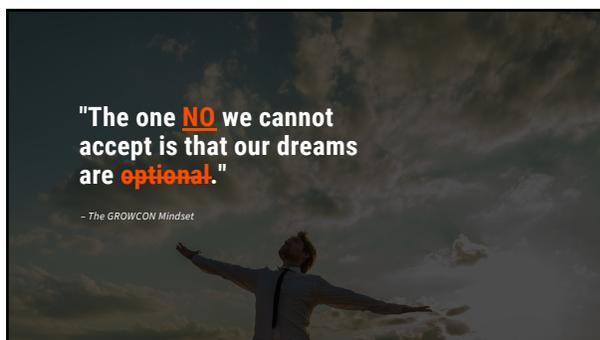
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Comfort is the Enemy



To build a 2026 of abundance, we must leave the harbor of safety.

- Comfort zones are where dreams go to die
- We must do more than we feel comfortable doing
- Stretching yourself is the only mechanism for true expansion
- Action Item: Identify one area today where you are playing it safe

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Achievement IS an Expectation

Success isn't a lottery ticket. It's the mathematical result of relentless execution and unshakeable belief.

100% Commitment **0%** Doubt **2026** The Year of Scale

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Your 2026 Roadmap

Strategy
Define your market position. Stop competing on price and start competing on value. Build a plan that is bulletproof.

Execution
Ideas are worthless without action. We will build systems that ensure daily progress towards your yearly goals.

Accountability
You are not alone. Leverage peer groups to hold your feet to the fire. Ensure that failure is not an option.

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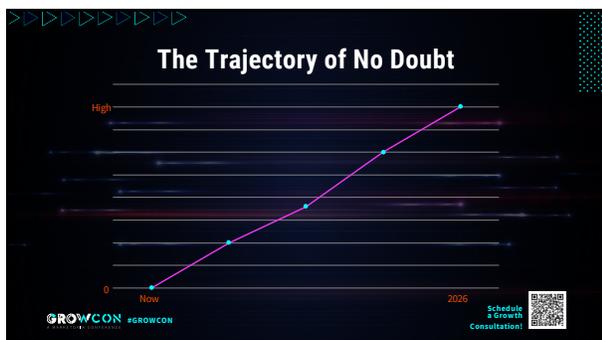
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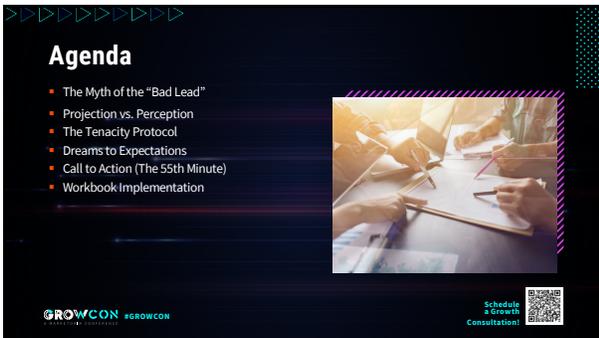
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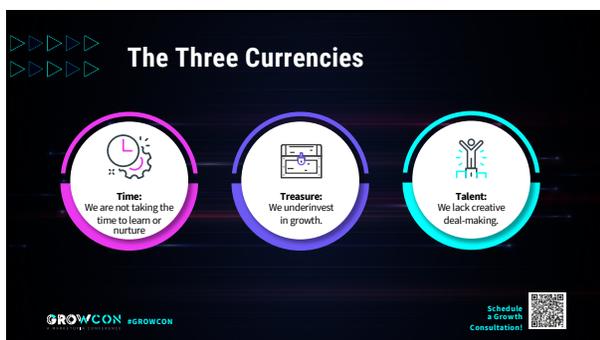
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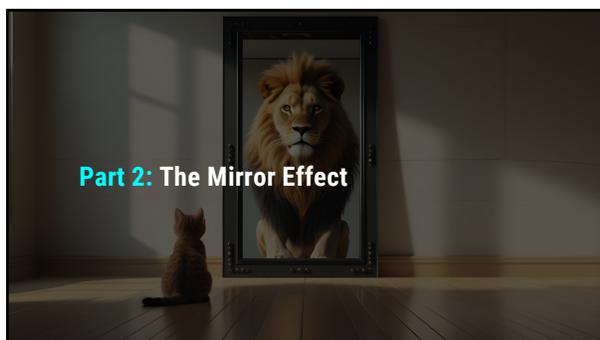
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Projection vs. Perception



- Fear of investing time leads to impatience
- We treat not now as never
- Leaders see not now as the beginning

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The Value Gap

- Blaming "bad leads" reflect a lazy process
- If you reject them today, literally or figuratively, you destroy tomorrow's trust
- The delta from where you start in sales to the close is a journey of building trust while you wait for the moment they are ready to buy.
- Add value where you can throughout the journey.



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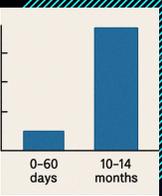
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Part 3: The Tenacity Protocol



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The Science of the Long Game



Timeframe	Percentage of Deals
0-60 days	18%
10-14 months	68%

- Case study: 68% closer Jeffrey Newton.
- Only 18% closed in first 60 days.
- Majority closed 10-14 months later.
- You and your skills influence the timeline, but often there are things outside your control.

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The Lesson



- If they quit after 3 touches, they'd miss most revenue
- Consistency wins
- No=Not Now
- Getting to Yes is a journey great salespeople understand and have the discipline and patience to take
- Stop giving up so soon

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Waiting for the Action Event

Deals need:

- 1 Renewals
- 2 Audits
- 3 Crashes
- 4 Budget resets
- 5 Leadership changes

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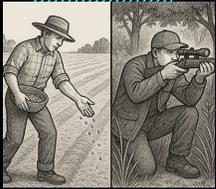


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Maximizing the Yield



- Farmer vs. Hunter

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The Expectation of Return

- Dreamers want bluebirds
- Leaders work the process
- Understanding 14-month curve removes panic



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From Fear to Mastery



- Fear: They waste my time
- Leadership: I invest to earn trust
- Remove the quit option

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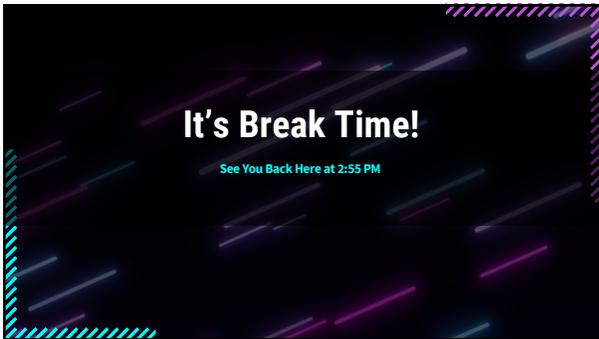
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Strategies To Elevate Your Close %, Avg Deal Size, and Profit % in 2026



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Agenda

- Client Acquisition
- Word of Mouth vs Normal Leads
- The Marketopia Sales Process
- Final Takeaways
- Handouts and Templates



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Process: Why We Follow It



Purpose: Turn a stranger into a trusted advisor one step at a time

- You must earn:
 - Their Friendship
 - Their Trust
 - Their Confidence
 - The Right to Be Believed & Understood
 - Their Belief that Value > Cost
 - Their Trust in your capability
 - The right to be believed
 - The right to be their IT partner

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Word of Mouth vs Normal Leads

WOM leads start with borrowed trust

Normal leads start with skepticism

The full process is required for to maximize ROI.

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A slide comparing 'Word of Mouth' and 'Normal Leads'. It features two side-by-side images: one with glowing gold coins and the text 'WOM leads start with borrowed trust', and another with a person pointing and the text 'Normal leads start with skepticism'. Below the images is the text 'The full process is required for to maximize ROI.' The slide includes the GROWCON logo and a QR code for scheduling a consultation.

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Marketopia's Sales Methodology

Turn Prospects into Valuable Clients

- Initial Conversation
- Business Technology & Risk Assessment
- Technical Assessment
- Proposal & Presentation
- Contract Agreement

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A slide titled 'Marketopia's Sales Methodology' with the subtitle 'Turn Prospects into Valuable Clients'. It displays five steps in a horizontal sequence, each with an icon: 'Initial Conversation' (headphones), 'Business Technology & Risk Assessment' (gear and laptop), 'Technical Assessment' (circuit board), 'Proposal & Presentation' (hand holding a document), and 'Contract Agreement' (handshake). The slide includes the GROWCON logo and a QR code for scheduling a consultation.

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There's always a reason you are there

(and our talents & persistence are only part of the reason)

A slide with a background of many small human figures forming a staircase that leads up to a single larger human figure at the top. The text 'There's always a reason you are there' is in large, bold letters, with a subtitle '(and our talents & persistence are only part of the reason)' below it.

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Business Technology & Risk Assessment

Your First In-Person Meeting

- This is the most important meeting in the sales process. This is where you will learn how to win and how not to lose.
- Establish yourself as an expert on their business and industry, their compliance and cyber security concerns, and what is best for them.
- Listen and learn about the prospect and their business.
- Identify their pain points and their goals.
- Leave with a deep knowledge of their company that they recognize you have.
- Build trust and get to the next meeting.
- Arm yourself with observations and examples of how your service will address their concerns and goals.



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BTRA Why's

Individual

- Personal Drivers to wanting change
- What's working & Not working
- Why they with your current company & why they would switch
- Concerns with client solution
- Concerns with change
- Their fears with switching

Company & Industry

- Compliance & regulation
- Downtime
- Security concerns & incidents
- AI & automation
- Used tech to reduce risk, increase revenue & achieve goals
- Quality of support
- Cybersecurity
- VCIO & strategy
- Infrastructure
 - Proactive & lifecycle management
 - Print & copy
 - Websites & marketing
 - Disaster recovery & business continuity

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Business Technology & Risk Assessment



Review their cyber insurance policy



Talk about risks & vulnerabilities



Remind them of industry regulations



Focus on compliance requirements

The Goal:
Earn the right to the technical assessment 90% of the time.

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Technical Assessment

Now it's Time to Get More Technical

- Address specific technical needs onsite where possible.
- Consider using Rapid Fire Tools and inexpensive penetration test
- Examine all pain points in detail - find the skeletons.
- Provide an unbiased report of the existing systems.
- Earn the right to present your proposal.

70%

Earn the right for a proposal and presentation for 70% of all opportunities.

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TA Whys

- Skeletons they don't know even exist
- Lifecycle management properly managed
- Preventative maintenance and patch management properly done
- Monitoring done, especially backups
- Cybersecurity best practices done
- Physical security done right
- Why your team is qualified to support the entire infrastructure



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Technical Assessment

Build a sense of:

- Urgency
- Fear
- Credibility

You've Now EARNED the Right to a Proposal and Presentation!



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Proposal & Presentation

- 1** Present a compelling value prop using their goals and issues solved by your solution
- 2** Explain the findings of the tech assessment
- 3** Delve into the benefits
- 4** Save the price for last

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Proposal & Presentation

Present Your Solutions

- Present a clear plan and service solution.
- Cover their pain points and what's going well.
- Reinforce your capabilities with a guarantee.
- Get a contract agreement.

Earn a signed contract agreement for **17-35%** of appointments.

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Contract Agreement

Get Everyone on Board

- Reiterate the value of what you offer
- Confirm all decision makers understand what they bought...and didn't.
- Share incremental monthly price change to get on the right plan.
- Your close ratio of an upgrade should be between 25% and 50%

Keys to Success

- Get them on the right plan for them now or a verbal commitment for future
- Transition Trusted Advisor Relationship to VCD
- Set Expectations for Lifecycle Management & Iterative Enhancements as Risks and Opportunities Emerge

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Contract Agreement

- ✓ Review their proposal agreement
- ✓ Teach them about lifecycle management
- ✓ Look for gaps and opportunities to upgrade
- ✓ Discuss their strategy
- ✓ Set them up for success
- ✓ Elevate to the right plan for their business

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Sales Methodology Summary

- 100 sets
- 70 sets become initial conversations
- 63 initial conversations become business technology & risk assessments
- 57 business technology & risk assessments become tech assessments
- 51 tech assessments become proposals & agreements
- 13-25 proposals & agreements become contracts

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Earn the Right Summary

- Earn it by:
 - Listening so they know they have been heard
 - Thoroughness
 - Following steps, Learning the Whys
 - Ensuring every why is considered and addressed during proposal/presentation
 - Professionalism throughout
 - Demonstrating team depth
 - Win or Setup to Win Later

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Performance Standards



- Following the sales process.
- Marketing = Brand awareness, education, creation of MQLs
- BDR = Nurturing interest & securing SQL appointments
- BTA/Sales = Establishing trust, developing the relationship, and eventually winning
- Personal accountability & Discipline
- Focus on Your Close Percentage, Average Deal Size, and Average Profitability Margin
- Practice Patient Determination - Winning is not optional

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Final Takeaways



- Shift from WOM-centric to a structured sales process for all deals; Corners cut lead to pages torn
- What got you here will not get you where you want to go
- Earn their trust & partnership step-by-step through the Marketopia Sales Methodology
- Invest in the journey to see long-term results; practice patient tenacity.
- In the end, only sales can produce ROI. Focus on your becoming your best and trust others to focus on becoming their best.

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Questions?

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