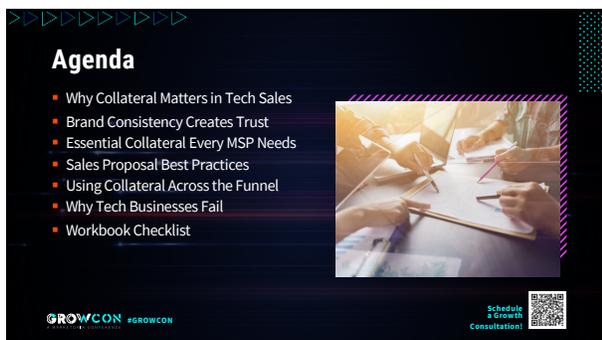




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Why Collateral Matters in Tech Sales



- Tech buyers look for clarity, credibility, and proof
- Your materials must speak to business value, not technical specs
- Modern collateral shortens sales cycles and boosts win rates

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Brand Consistency Creates Trust



- Logos, colors, fonts, and messaging must match everywhere.
- Consistency signals professionalism.
- Inconsistent branding creates doubt about capabilities.

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Essential Collateral Every MSP Needs

- Service one-pagers for cloud, security, and IT support
- Capabilities decks tailored to industries
- Case studies featuring client outcomes
- A modern, easy-to-read proposal template



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Sales Proposal Best Practices

- 1** Proposals should tell a story — problem, impact, solution
- 2** Avoid itemized price lists — sell value, not hours
- 3** Use clear visuals, timelines, and next steps
- 4** Make it easy to sign

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Using Collateral Across the Funnel

- 1 Top of Funnel**
Guides, checklists, trend reports.
- 2 Mid Funnel**
Case studies, comparison sheets.
- 3 Bottom of Funnel**
Proposals, onboarding kits.

Every asset must support a smooth journey to **YES**.

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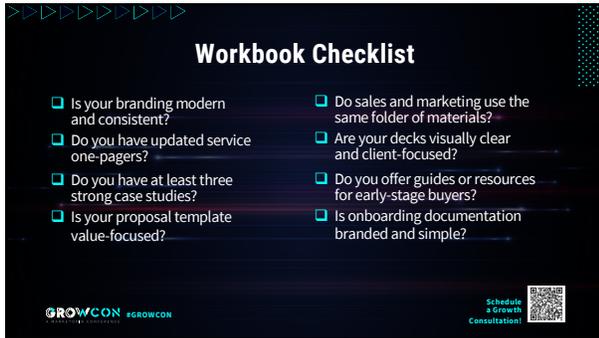
Why Tech Businesses Fail

- Proposals that read like quotes lose deals to competitors
- Outdated branding signals outdated practices
- No case studies = no proof you can deliver results
- Sales teams without collateral rely too heavily on persuasion
- Inconsistent materials confuse prospects and reduce trust

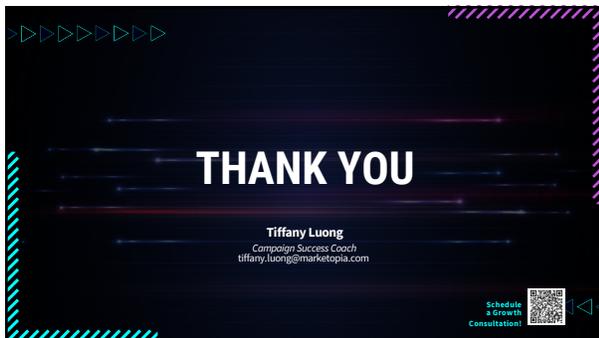


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