

Only the Excellent Will Survive IT Challenges to Come

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Sacramento, CA, May 23, 2012 – Technology author Karl Palachuk will address the marketing and sales tactics needed by IT consulting companies in his June 27th keynote address at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012. His topic is Only the Excellent Will Survive.

Managing for Success 2012 will be held “online” June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market. Palachuk will start each conference day with a presentation of the “theme of the day” and then provide a discussion of some standard operating procedures related to the theme.

Palachuk was recently named as one of the 150 most influence people in the small and medium business (SMB) IT consulting business. This is the second year in a row he has held this distinction. He has also received a number of other honors, including MSP Mentor’s “Top 250” list of experts in the field of managed services four years in a row.

Palachuk is a prolific blogger and is well known for his *SOP Friday* series at smallbizthoughts.com. The SOP Friday series picks one topic each week and explores the standard operating procedures that technology consultants might adopt. See www.sopfriday.com.

He is best known as the author of several books targeted at the small business IT consultant. These include *Managed Services in a Month*, *Service Agreements for SMB Consultants*, and *The Network Migration Workbook* – now in its second edition.



The overall theme for the first day is “Organize or Die.” Palachuk hopes to use that the stark message will motivate IT business owners to take an honest look about how they will succeed in the years ahead. The second day’s theme – “Only the Excellent will Survive” – is about taking sales and marketing strategies to a new level as the recession drags on.

“We have an amazing line-up of speakers on day two,” said Palachuk, “Every one of them is a super-star. Six hours of rock solid information for IT consultants that are looking to take their businesses to the next level.”

The June 27th agenda includes business author Stephanie Chandler and tactical execution expert Patrick Schwerdtfeger, two nationally renowned experts on marketing for small businesses.

“We want to help computer consultants to be better business people, with a vision for the future and strategies for success,” said Palachuk. “That’s why we named the conference *Managing for Success 2012*,” he said. “Conference sessions will cover managing a business, marketing a business, creating standard operating procedures, building a strong team, and even buying up your competition.”

Other conference speakers include Ken Thoreson and George Sierchio. Thoreson is a well-known sales management consultant, recently named as one of the Top 50 Sales and Marketing Influencers of the Year for 2012 by Top Sales World. Sierchio is an entrepreneurial veteran who has owned and operated several successful services and consulting businesses in the last twenty years.

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM each day on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days. Primary sponsors of the SMB Online Conference include ConnectWise and LabTech Software.

The online format is new for this kind of conference, says Palachuk. “We’re well into the fourth year of a recession and the large national I.T. conferences just haven’t had the turnout they used to. People have smaller budgets. Consulting companies are stretched thin. So an online conference saves time, travel, and money. It also means we don’t have to charge as much since we’re not paying for hotel meeting rooms and catering.”

To learn more about Managing for Success 2012, visit www.smbonlineconference.com.

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