

Bundling Cloud and Managed Services is the Road to Wealth for Small IT Shops

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Sacramento, CA, May 29, 2012 – Technology author Karl Palachuk announced that IT Business Coach Matt Makowicz will give a keynote address at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012, hosted by Small Biz Thoughts. His message will be a roadmap to success for small IT companies

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.

Makowicz has nearly 20 years sales experience and has personally managed over 200 salespeople. He currently owns Ambition Mission, Inc, a firm dedicated to the growth of small business focused IT companies, and VAR TREK, a firm focused upon providing resources to the VAR and vendor community within the SMB IT Channel.

Makowicz is the author of three books: *A Guide to SELLING Managed Services*; *A Guide to MARKETING Managed Services*; and *A Guide to BUILDING a SALES TEAM*.



As a long-time sales trainer and business coach, Makowicz consults IT firms with respect to growth, building a sales team, mergers & acquisitions, selling "the cloud," and transitioning to managed services.

“Many small IT guys are worried about what cloud services will do to their industry, says Makowicz. “Instead, small IT shops need to recognize the amazing opportunities to flourish in the emerging market. There is more opportunity for small technical consultants than we have enjoyed for the last fifteen years.”

Palachuk echoes that sentiment. “Matt was one of the earliest proponents of the Managed Services model now widely used by technical consultants worldwide,” he said. “He is a true leader and visionary. We are honored to have him join our amazing line-up of speakers.”

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 Autotask Corporation.

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.”

For more information about Ambition Mission, see www.AmbitionMission.com. For more information on VAR TREK, see www.VARTREK.tv.

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

About Autotask

Autotask Corporation provides the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. Autotask is accessible from virtually any computing or mobile device connected to the Internet and features a world-class API that seamlessly integrates with the other systems and tools that providers rely on to run their businesses. For more information on Autotask Corporation, visit www.autotask.com.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

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