

Bigger Brains For Bigger Sales

Sacramento, CA, April 29, 2013 – Technology Consultant Chip Reaves has confirmed his participation in Small Biz Thought's upcoming online conference: *IT Business Reboot 2013*.

Reaves, President of Bigger-Brains.com and founder of the Computer Troubleshooters franchise, will explain the role of education in the Managed Service Provider sales process. He says "a typical MSP has fantastic productivity solutions for sale – things like Mobile Device Management and Managed Print Solutions. The problem is a typical customer has no idea what all that means, or why they would want it."

Reaves says he will guide MSPs through "the right (and wrong) ways to use newsletters, case studies, white papers, and eLearning to achieve sales".

Karl Palachuk, online conference host and best-selling technical author, has invited Reaves to be on the panel "for his insight on how to educate customers and prospects on the benefits of advanced IT solutions so they will actually ask the provider for those services and products. It takes pushy and ineffective sales pitches out of the equation."

The virtual (online only) conference that will run 9:00 AM to 4:00 PM Pacific on June 25-27, 2013.

Monica Caraway, Marketing Manager at Small Biz Thoughts, says "The conference will feature 8 of the best business and technology speakers in the U.S. and U.K., with the overall aim to instruct on the modern fundamentals of managed and cloud services."

Live Q&A sessions will be incorporated into all of the speaker presentations during the 3-day event.

Sessions include: *Better Sales Through Better Education, Standard Operating Procedures & Best Practices, The Financial Realities That Will Kill Your Company - How To Restructure, Demystifying QuickBooks For MSPs, Promotion And Marketing Excellence*, and more!

More information about the *IT Business Reboot 2013* online conference can be found at smbonlineconference.com.

About Chip Reaves:

Chip Reaves is the President of Bigger-Brains.com and founder of the Computer Troubleshooters franchise. He is also a consultant for IT firms where he helps them improve their product offerings to both the SMB market and SMB IT channel. More information can be found at biggermsp.com and computercollege.biz.

About Karl Palachuk:

Karl Palachuk is highly recognized in the Managed Service Providers' space as a speaker, consultant, and business coach. He has written nine technical books and is the author of the #1 Book on Amazon for managed services with *Managed Services in a Month*.

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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