



Stop Hiring Your First Sales Person Over and Over Again



Josh Peterson, Bering McKinley
Consulting Firm for IT Solution Providers

Sacramento, CA June 2013 – IT professionals unite this month with Small Biz Thoughts' *IT Business Reboot 2013 Online Conference*.

Karl W. Palachuk, Conference Host, and Technical Author, has extended a hearty welcome to Josh Peterson, the co-founder of McKinley Consulting, a consulting firm for IT Solution Providers.

Peterson will be presenting tips on how Managed Service Providers (MSPs) can best choose and develop their sales staff.

Peterson has consulted hundreds of MSPs and IT Solution Providers around the United States, Australia, and Canada on topics related to Service Management, Financial Analysis, and Sales Management Strategy.

Palachuk says "Peterson is a passionate student and proponent of client loyalty and satisfaction measurements, specifically promoting the Net Promoter Score."

Peterson has been in the IT Solution Provider arena for the last 15 years. His track record of developing management solutions for MSPs, Value Added Resellers, and integrators around the world has afforded him the opportunity to see companies of all sizes enjoy phenomenal growth in profitability and in top line revenue.

What will transfer across during Peterson's presentation at the conference is his maniacal belief in strong financial accounting practices. Peterson believes that "if you can't measure it, you can't manage it".

The virtual (online only) conference 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 11 of the best business and technology speakers in the U.S. and U.K."

Sessions include *Demystifying QuickBooks For MSPs, Understanding Your Financials: Three Mandatory Monthly Reports, Standard Operating Procedures & Best Practices, Promotion And Marketing Excellence*, and more!

There is a Youtube video about the conference at <http://bit.ly/DoubleOSMB>, with more information available as well at smbonlineconference.com.

About Josh Peterson:

Josh Peterson is the co-founder of Bering McKinley, a consulting firm for MSP's and IT Solution Providers. Peterson credits his MBA from Canisius in Buffalo, NY and his undergraduate degree in education



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On-Line!

IT Business Reboot 2013

SMBOnlineConference.com

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for providing the foundation for his consulting style. Many of his philosophies and thoughts on the IT industry can be found on his blog: <http://www.jo-sh.com>. Bering McKinley's website can be found at <http://www.beringmckinley.com>.

About Karl W. Palachuk:

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

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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