

Measuring Your Success is the Key to Success in Small IT Firms

Technology author Karl Palachuk announced that Stuart Selbst – long-time business coach for small IT companies – will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Selbst message is very powerful: Small IT firms need to track and measure their progress if they wish to succeed in the long term.

Sacramento, CA, June 19, 2012 – Technology author Karl Palachuk announced that Stuart Selbst – long-time business coach for small IT companies – will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Selbst message is very powerful: Small IT firms need to track and measure their progress if they wish to succeed in the long term.

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.

Stuart Selbst is a well-respected industry leader, speaker, business coach and the President/CEO of Stuart Selbst Consulting, a consulting firm that offers executive level business coaching for Managed Service Providers and Value Added Resellers.

After he started, built and sold a very successful Manage IT Services practice, Stuart has worked with hundreds of MSPs, VARs and system integration firms over the years to help them grow their business and increase profitability and staff productivity.

“Stuart’s message is particularly powerful as we struggle to get out of this recession,” said Palachuk. “Even if IT companies are not struggling, many of their clients are.”



“We need to measure a lot more than how much profit we’re making,” said Selbst. “We need to quantify the success that we bring to our clients. To thrive, we need to provide much more than they can get from a big-box outsourcing company. That means we need to measure everything and talk to our clients about it.”

Selbst is widely respected in the SMB consulting community. In 2009, 2010 and again in 2011, Stuart was named to the "MSP Mentor 250," an annual listing of executives and leaders shaping the Managed Services business and industry. In 2010, Stuart was endorsed by the MSP Alliance as a Business Advisor and in 2010 and 2011 was named as an Autotask MVP. Selbst was awarded the Best Member Blog award at the Autotask Community Live 2010 conference and has had articles published in a number of industry journals. He has been named to the SMB Nation Top 150 Influencers in 2011 and 2012.

Other conference speakers include Stephanie Chandler and George Sierchio. Chandler is the author of seven books, including *Own Your Niche on the Internet and Beyond* (Authority

Publishing, 2012). Her Business Info Guide web site – www.BusinessInfoGuide.com – is an extremely popular destination for small business owners. 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 world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers.

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

About Stuart Selbst Consulting

Stuart Selbst Consulting works with consulting companies of all sizes. They work to align sales and marketing together with business processes and the practice of goal setting to achieve individual and team success. He coaches businesses of all sizes, from start up to very well established. Typical growth is over 75% annually in new recurring revenue. Some clients have seen 200% and 300% recurring revenue growth.

For more information, visit www.stuartselbst.com. Visit Selbst's blog at <http://mspcoaching.com> and his YouTube channel at www.youtube.com/mspcoaching.

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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