



# ACCESS ONE CHANNEL PARTNER SALES GUIDE

Your toolkit for selling Access One solutions | Partner Edition 2026

## ABOUT ACCESS ONE - YOUR PARTNER

### KEY STATS

|                                 |                                      |
|---------------------------------|--------------------------------------|
| 📍 Chicago, IL (HQ)              | 32 years in business (Founded 1993)  |
| 👥 ~100 employees                | Privately funded & owned - ZERO debt |
| ★ NPS: 91% (Top 5% of ALL MSPs) | Industry average NPS: 32-42%         |
| ✅ CSAT: 96.1%                   | Industry average CSAT: ~79%          |
| 🏆 BBB Torch Award for Ethics    | 1,000+ marquee customers             |

### SOLUTIONS YOU CAN SELL

|                                |                            |
|--------------------------------|----------------------------|
| Managed IT                     | Cybersecurity (SOC/SIEM)   |
| Cloud Services                 | Physical Security          |
| vCISO / vCIO                   | Voice & Data (UCaaS/VoIP)  |
| Managed Workstations & Servers | Network (SD-WAN, Internet) |
| Backup & Disaster Recovery     | Teams Voice & Twinning     |

## WHY PARTNER WITH ACCESS ONE?

### Partner Benefit

- 🏆 Premium Brand Association
- 💰 Competitive Margins
- 🚫 No PE Drama
- 🧤 White Glove Support
- 🔑 Full Solution Stack
- 📍 Midwest Expertise

### What It Means For You

Leverage our 91% NPS and 96.1% CSAT - Top 5% industry metrics that close deals  
Attractive partner margins on high-value managed services  
32 years same ownership means stable, long-term partnership without acquisition risk  
Your clients get dedicated teams, not rotating staff - makes you look great  
Voice, Data, Security, Cloud - one partner for all IT needs  
Local Chicago-based support, not offshore call centers

## ELEVATOR PITCHES FOR PARTNERS

### 30-SECOND PARTNER PITCH

"I partner with Access One - the Premier Managed IT company for medium-sized businesses in the Midwest. They've been doing this for 32 years with the same ownership, no private equity, and their customer satisfaction is in the Top 5% of ALL MSPs. When I bring Access One to my clients, I'm bringing white glove IT service that simplifies complexity and reduces costs."

### "TELL ME MORE" (60-SEC)

"Access One is my go-to partner for IT solutions. Here's why: They have a 91% NPS - that's Top 5% of the entire MSP industry. Their CSAT is 96.1% when most MSPs average 79%. They've been independently owned since 1993 - no PE investors, no debt, no acquisition drama."

They specialize in:

- Managed IT & Cybersecurity

## TARGET CUSTOMERS - WHO TO BRING TO ACCESS ONE

### SWEET SPOT BY SIZE

| Company Size                 | Partner Priority         |
|------------------------------|--------------------------|
| 🐼 MEDIUM (100-500 employees) | ★ HIGHEST - 43% of base! |
| Large (750-5,000 employees)  | ✓ Good fit - 29%         |
| Small (<100 employees)       | ✓ Acceptable - 26%       |
| X-Large (5,000+ employees)   | ⚠️ Case-by-case - 2%     |

### TOP INDUSTRIES

| Industry                            | % of Clients |
|-------------------------------------|--------------|
| 1. Manufacturing                    | 20%          |
| 2. Professional & Business Services | 13%          |
| 3. Hospitality                      | 11%          |
| 4. Healthcare & Clinics             | 11%          |
| 5. Real Estate & Property Mgmt      | 7%           |

## KEY DIFFERENTIATORS - WHY ACCESS ONE WINS DEALS

### Differentiator

|                                   |  |
|-----------------------------------|--|
| 📊 91% NPS (Top 5% of ALL MSPs)    |  |
| ✅ 96.1% CSAT                      |  |
| 🏠 32 Years Same Ownership         |  |
| 🧤 "White Glove" Service           |  |
| 🏆 BBB Torch Award for Ethics      |  |
| 📍 Chicago-Based & Midwest Focused |  |
| 📞 100% US-Based Support           |  |
| 🔑 Voice/Data DNA Since 1993       |  |

### Why Your Client Cares

|                                                                             |
|-----------------------------------------------------------------------------|
| Industry average is only 32-42%. Proof your recommendation is solid.        |
| Industry average is ~79%. Client will actually be satisfied.                |
| No PE investors, no acquisitions, no debt. Stable partner for your clients. |
| Dedicated teams who know the client's environment. Not cookie-cutter.       |
| Third-party validation of integrity - reduces your risk.                    |
| Local expertise, local support. Not a national call center.                 |
| Under an hour response time. 24/7/365 availability.                         |
| Core expertise - not an add-on to print or staffing.                        |

| 📄 "RATIONAL DROWNING" STATS - EDUCATE YOUR PROSPECT                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                 |                                        |                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------------|
| 💡 "DID YOU KNOW?" STATS                                                                                                                                                                                                                                                                                                                   | 🗣️ "HAVE YOU THOUGHT ABOUT THIS?"                                                                                                                                                                                                                                                                                                                               |                                        |                                            |
| <ul style="list-style-type: none"><li>• ~45% of MSP customers will switch MSPs for performance</li><li>• ~31%-52% of companies evaluate their MSP yearly</li><li>• ~61% of Manufacturing companies use MSPs</li><li>• 94% of all enterprises use MSPs</li><li>• 55%-65% of mid-size companies will get a cyber-attack this year</li></ul> | <ul style="list-style-type: none"><li>• MSP security services reduce attack likelihood by 20%-35%</li><li>• 61% of business leaders are open to switch from POTs</li><li>• 25%-40% of SMBs upgrade phone systems yearly</li><li>• 80%-95% of businesses will be attacked per year</li><li>• 30%-45% of mid-sized businesses lack a cybersecurity plan</li></ul> |                                        |                                            |
| ❓ DISCOVERY QUESTIONS - UNCOVER OPPORTUNITIES                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                 |                                        |                                            |
| Category                                                                                                                                                                                                                                                                                                                                  | Question                                                                                                                                                                                                                                                                                                                                                        | What You're Looking For                | Access One Solution                        |
| 🔒 Current IT Setup                                                                                                                                                                                                                                                                                                                        | Who handles your IT today - internal, MSP, or hybrid?                                                                                                                                                                                                                                                                                                           | Pain points, responsiveness issues     | Dedicated teams who know YOUR environment  |
| ⚠️ Cybersecurity                                                                                                                                                                                                                                                                                                                          | What's your cybersecurity plan? Last risk assessment?                                                                                                                                                                                                                                                                                                           | 30-45% of mid-size have no plan!       | vCISO services, SOC/SIEM, pen testing      |
| 📞 Phone Systems                                                                                                                                                                                                                                                                                                                           | Still using traditional phone lines (POTs)?                                                                                                                                                                                                                                                                                                                     | 61% of leaders open to switch          | VoIP, UCaaS, Teams Voice, POTS replacement |
| 👤 Service Quality                                                                                                                                                                                                                                                                                                                         | Experience with large providers? Feel like a priority?                                                                                                                                                                                                                                                                                                          | Frustration with being 'just a ticket' | White glove service, Top 5% NPS            |
| 📊 MSP Experience                                                                                                                                                                                                                                                                                                                          | How often do you evaluate your MSP?                                                                                                                                                                                                                                                                                                                             | 45% switch for performance             | 91% NPS, 96.1% CSAT speaks for itself      |
| 💰 Budget/Value                                                                                                                                                                                                                                                                                                                            | What's driving IT costs? Getting ROI?                                                                                                                                                                                                                                                                                                                           | Cost concerns, unclear value           | Simplify IT complexity, reduce costs       |
| 📈 Growth                                                                                                                                                                                                                                                                                                                                  | How is your business growing? IT gaps?                                                                                                                                                                                                                                                                                                                          | Scaling challenges                     | Scale IT solutions with best-in-class      |
| 📋 Compliance                                                                                                                                                                                                                                                                                                                              | Compliance requirements - HIPAA, PCI, SOC 2?                                                                                                                                                                                                                                                                                                                    | Often unaddressed needs                | vCISO, compliance support                  |
| ⌚ Responsiveness                                                                                                                                                                                                                                                                                                                          | How quickly does your provider respond?                                                                                                                                                                                                                                                                                                                         | Industry avg is poor                   | Under 1 hour response, 24/7/365            |
| 👤 PE/Ownership                                                                                                                                                                                                                                                                                                                            | Know who owns your current IT provider?                                                                                                                                                                                                                                                                                                                         | Many don't know it's PE-owned          | Independently owned 32 years               |
| 🗣️ OBJECTION HANDLING - RESPONSES FOR PARTNERS                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                 |                                        |                                            |
| Objection                                                                                                                                                                                                                                                                                                                                 | Partner Response                                                                                                                                                                                                                                                                                                                                                |                                        |                                            |
| "We already have an IT provider"                                                                                                                                                                                                                                                                                                          | "Most companies do. Can I ask how often you evaluate? Studies show 45% of MSP customers switch for better performance. I'm not asking you to switch today - just to see what Top 5% NPS looks like. What's your current provider's NPS?"                                                                                                                        |                                        |                                            |
| "They're too small - we want a bigger provider"                                                                                                                                                                                                                                                                                           | "Size has trade-offs. Access One's 90 employees deliver 91% NPS - Top 5% of ALL MSPs. Large providers have rotating staff who don't know your environment. Would you rather be a priority client or just another ticket?"                                                                                                                                       |                                        |                                            |
| "Too expensive"                                                                                                                                                                                                                                                                                                                           | "What's the cost of downtime? A data breach? Their pricing reflects 32 years of expertise and 96.1% CSAT. Let me arrange a discovery call to understand your current spend and show where they add value."                                                                                                                                                      |                                        |                                            |
| "We're happy with our current provider"                                                                                                                                                                                                                                                                                                   | "That's great - genuine satisfaction is rare (industry avg CSAT is only 79%). When did you last evaluate alternatives? I can arrange a complimentary risk assessment - at minimum you'll confirm you have the right partner."                                                                                                                                   |                                        |                                            |
| "Competitor is PE-backed with more resources"                                                                                                                                                                                                                                                                                             | "PE backing changes priorities - from YOUR success to investor returns. Access One has been independently owned 32 years - same values, ZERO acquisitions, ZERO debt. How has your current provider's service changed since their PE acquisition?"                                                                                                              |                                        |                                            |
| "We need national coverage"                                                                                                                                                                                                                                                                                                               | "Access One serves medium-sized businesses across the Midwest and has channel partners nationwide. Do you need 24 locations, or a partner who knows YOUR business? Dedicated teams, not a national call center."                                                                                                                                                |                                        |                                            |
| "We're concerned about security/compliance"                                                                                                                                                                                                                                                                                               | "55-65% of mid-size companies face cyber attacks yearly, 30-45% lack a plan. Access One offers vCISO, SOC/SIEM, pen testing, and compliance support for HIPAA, PCI, SOC 2. Their security reduces attack likelihood by 20-35%."                                                                                                                                 |                                        |                                            |

| 📊 PRODUCT POSITIONING - HOW TO LEAD BY CATEGORY                                                                         |                                                  |                                                    |                                                    |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------------------------------------------|----------------------------------------------------|
| Product Category                                                                                                        | Strategy                                         | Key Points                                         | Margin Notes                                       |
| 🖨 Managed IT                                                                                                            | Lead with VALUE & OUTCOMES                       | This is the MOAT. Defend pricing confidently.      | ⚠️ Protect margin                                  |
| 📞 Voice/UCaaS                                                                                                           | Bundle with Managed or Internet                  | Retention-first motion. Teams Voice & Twinning.    | ⚠️ Protect margin                                  |
| 🌐 Internet                                                                                                              | OK to compete on price (commodity)               | Use as entry point or land-and-expand.             | ✅ Flexible                                         |
| 🔒 Cybersecurity/vCISO                                                                                                   | Use to GET IN THE DOOR                           | Leads to everything else. Fastest growing segment. | ⚠️ Protect margin                                  |
| 👤 Labor/Projects                                                                                                        | Scope tightly, treat as tactical                 | Avoid precedent-setting rates.                     | ⚠️ Tight                                           |
| 📄 Licenses                                                                                                              | Attach-only, NEVER lead                          | Protect minimal margin.                            | ❌ No flexibility                                   |
| 📊 CROSS-SELL / UPSELL MATRIX BY CLIENT SIZE                                                                             |                                                  |                                                    |                                                    |
| Client Size                                                                                                             | MSP Services                                     | Network                                            | Security & Voice                                   |
| X-Large (5,000+)                                                                                                        | Managed IT, Managed Switch                       | Internet, SDN                                      | Managed Firewall, VoIP, UCaaS, CCaaS               |
| Large (500-5,000)                                                                                                       | Managed IT, Hosted Subs, Wkstns, Switch, Servers | Internet, SDN                                      | Managed Firewall, vCISO, VoIP, UCaaS, CCaaS        |
| MEDIUM (100-500) ★                                                                                                      | Managed IT, Hosted Subs, Wkstns, Switch, Servers | Internet, SDN                                      | Managed Firewall, vCISO, VoIP, UCaaS, POTS Replace |
| Small (<100)                                                                                                            | Managed IT, Hosted Subs, Managed Workstations    | Internet                                           | Managed Firewall, VoIP, UCaaS, POTS Replace        |
| 📊 QUICK REFERENCE - NUMBERS EVERY PARTNER SHOULD KNOW                                                                   |                                                  |                                                    |                                                    |
| ACCESS ONE STATS                                                                                                        |                                                  | INDUSTRY BENCHMARKS                                |                                                    |
| Years in business                                                                                                       | 32 (Founded 1993)                                | Average MSP NPS                                    | 32-42%                                             |
| Employees                                                                                                               | ~100                                             | Average MSP CSAT                                   | ~79%                                               |
| NPS Score                                                                                                               | 91% (Top 5% of ALL MSPs)                         | % who switch MSPs yearly                           | 45%                                                |
| CSAT Score                                                                                                              | 96.10%                                           | % who evaluate MSP yearly                          | 31-52%                                             |
| Sweet spot employees                                                                                                    | 100-500 (43% of base)                            | Mid-size cyber attack rate                         | 55-65%/year                                        |
| Avg response time                                                                                                       | <1 hour                                          | Without cybersecurity plan                         | 30-45%                                             |
| Acquisitions                                                                                                            | ZERO                                             | Cyber losses 2025                                  | \$639 billion                                      |
| PE investors                                                                                                            | ZERO                                             | Open to switch from POTs                           | 61%                                                |
|                                                                                                                         |                                                  |                                                    |                                                    |
| Access One, Inc.   Channel Partner Edition 2026   Chicago, IL   <a href="https://accessoneinc.com">accessoneinc.com</a> |                                                  |                                                    |                                                    |