

ACCESS ONE PARTNER TALK TRACK

A simple guide for positioning your Access One partnership

Use this page to lead with your value, recognize an opportunity, and bring Access One in as an extension of your team.

1. LEAD WITH THE VALUE YOU BRING

Your role as the partner

You already understand the prospect's business, priorities, and current environment. Your value is helping them evaluate the right solution—not simply introducing another provider.

- Guide the conversation around business needs
- Bring in the right technical resources
- Stay involved from discovery through delivery

How Access One supports you

Access One works behind you as an extension of your team. We add technical depth, solution design, and ongoing support while helping you protect and grow the client relationship.

- A broad solution set without building it yourself
- Experienced discovery and Solutions Architect support
- A stable provider that helps you look good to the client

2. KNOW WHEN ACCESS ONE CAN HELP

A good opportunity

- The prospect is evaluating a new provider or technology partner
- Their internal team needs added expertise or coverage
- They want to consolidate services or simplify vendor management
- They value responsive, U.S.-based support and a long-term relationship

Listen for these triggers

- Slow support or inconsistent service
- Security, compliance, backup, or recovery concerns
- Aging phone, internet, network, cloud, or IT systems
- Growth, change, or a project the current provider cannot support

3. CONNECT THE PROBLEM TO THE SOLUTION

If the prospect says...	Position Access One as...
"IT support is inconsistent."	Managed IT: dedicated support, monitoring, patching, workstation and server management, and help desk.
"We are worried about security."	Cybersecurity: SOC/SIEM, vCISO, email protection, assessments, testing, and compliance support.
"Our phones or network are outdated."	Voice & Network: Teams Voice, UCaaS, internet, SD-WAN, and POTS replacement.
"We use too many vendors."	One partner: managed IT, security, cloud, voice, network, backup, and physical security.
"We need better backup or recovery."	Business continuity: backup, disaster recovery, and cloud options built around recovery needs.

4. ASK A FEW SIMPLE QUESTIONS

- Who handles your IT today: internal staff, a provider, or both?
- What is working well? What causes frustration?
- How quickly do support issues get resolved?
- When was your last security or risk review?
- Are you planning office, cloud, phone, or network changes?
- Do you have compliance, backup, or recovery requirements?

5. BACK IT UP WITH PROOF

- **33 years** in business; privately owned with no PE investors or debt
- **91% NPS:** Top 5% of MSPs
- **96.1% CSAT** compared with an industry average near 79%
- **1,000+ customers** supported by dedicated teams
- **100% US-Based support** with under one-hour response time
- **BBB Torch Award for Ethics**

6. KEEP COMMON RESPONSES SIMPLE

"We already have a provider."	"What does your current provider handle for you today and the last time you evaluated their services?"
"We are happy today."	"That's great to hear. What does 'happy' look like for you, and if you had an urgent issue tomorrow, how confident are you that you would get the response and support you expect?"
"We are concerned about cost."	"The first step is understanding your environment and current spend. Our complimentary IT & Telecom invoice audit can identify unused services, billing errors, duplicate costs, and potential savings. From there, Access One can show where consolidation, risk reduction, or better support adds value."

THE GOAL: HELP YOUR CLIENT MAKE A BETTER DECISION.

Lead the evaluation, use Access One for the technical depth, and remain the trusted partner your client works through from discovery to ongoing support.