



PARTNER GUIDE

From Prospect to Client: How ECI Streamlines the Sales Cycle for Trusted Advisors

Helping You Close Deals Faster

Trusted Advisors win when sales are simple. ECI helps you move faster from first conversation to closed deal by taking the complexity out of every step — from qualifying prospects to quoting, onboarding, and expanding.

With ECI, you can easily engage clients of any size from small IT teams to large, global enterprises using proven managed services that solve real problems. Whether your customer needs managed IT, cloud hosting, cybersecurity, compliance support, AI insights, or dedicated technical resources, ECI gives you the tools and team to make it happen.

Spot the Right Opportunity

The best prospects are companies ready to modernize, secure, or streamline their technology. They may have growing compliance requirements, security gaps, or too many disconnected systems.

Listen for clues like:

- "We're stretched thin."
- "Our IT tools don't talk to each other."
- "We need to meet compliance requirements but don't know where to start."

That's your cue to introduce ECI the partner that simplifies IT, strengthens security, and helps your clients scale without adding complexity.

How to Position ECI's Solutions

You don't need to be a tech expert to sell ECI just focus on solving the problem your client already feels.

- **MSP:** Simplify IT operations with managed infrastructure, cloud, and Microsoft 365 support.
- **MSSP:** Protect the business with 24/7 security monitoring, SOC, and MDR.
- **Digital & AI:** Help clients work smarter with automation and insights from their data.
- **Governance & Regulatory:** Reduce risk and meet compliance standards like GDPR or HIPAA.

Start with their biggest pain point security, compliance, or performance — then connect it to the ECI solution that fixes it.

Everything You Need to Sell with Confidence

ECI gives you the tools and support to make every interaction easy:

- Co-branded sales content that highlights business results.
- Demo-ready environments that show the solution in action.
- Sales playbooks that walk you through conversations by industry and region.

Easy conversation starters:

- “We help you get ahead of IT issues before they become problems.”
- “Think of us as your 24/7 security team.”
- “Start small, prove results, and scale confidently.”

A Simple, Repeatable Sales Process

With ECI, deals move smoothly because the process is built to work for you:

- Register your opportunity fast approval through the Partner Portal.
- Co-sell with experts ECI engineers and partner managers help design and price solutions.
- Deliver quickly provisioning and onboarding are handled efficiently.
- Expand and renew quarterly reviews uncover new ways to grow the account.

You spend less time managing the process and more time building revenue.

Land and Expand — Build Long-Term Growth

Start small. Prove value. Then grow.

Lead with one service like managed IT, security, or compliance and deliver measurable results within 60 days. Then expand into cloud, AI, or dedicated resources. Each success builds trust, loyalty, and recurring revenue.

Why Trusted Advisors Choose ECI

- Simple, consistent sales process from quote to implementation.
- Global presence with local expertise across the U.S., U.K., London, Hong Kong, and Singapore.
- Deep portfolio: MSP, MSSP, Digital, AI, Microsoft Cloud, and Governance.
- Partner-first enablement and co-selling support to help you win more deals.

ECI makes it easy to sell, deliver, and grow so you can focus on what matters most: your customer relationships.

Ready to Grow With ECI?

Turn your next conversation into a long-term customer.

Scan the QR code to learn more about the ECI Partner Program and see how easy it is to deliver enterprise-grade solutions that scale with your clients.

