How to Sell Apple Device Management:

The Do's, The Don'ts, and Everything in Between

Using an Apple MDM Solution to
Capture New Opportunities

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Supporting your clients with the tools they need to prosper

The benefits of an Apple Mobile Device Management (MDM) solution are undeniable for MSPs. With Apple products being so widely adopted in the world of business, the market for managing them is vast and highly lucrative. Somewhat surprisingly, Apple Device Management isn't as commonly offered as some may think, which presents MSPs with an untapped, profit-bearing ore of opportunity - and Addigy can provide you with the tools to mine it.

Many management capabilities for Apple devices, such as remoting into machines and making granular changes to settings, rely on its built-in MDM framework. In fact, Apple continues to improve end-user security by pushing the paradigm with each new OS release, meaning even more capabilities will be put into the framework going forward.

Managing Apple devices efficiently at scale requires an Apple MDM solution. Addigy combines both agent and MDM technology, keeping security at the forefront while supporting real-time management functionality as well.

Our guide explores how you can best market and sell Apple Device Management with Addigy to maximise profits, ensure high client satisfaction rates and establish your MSP as a best-in-class solution provider. We will walk you through:

- **Why you should sell Apple Device Management**
- **How to market Apple Device Management**
- **How to sell Apple Device Management**
- **MSP case studies**
- **And much more**

Why sell Apple Device Management

With the MSP market becoming increasingly saturated, it is crucial that yours has a key differentiator; something that sets you apart from the competition and provides a service that not all others offer. Although business owners are generally concerned about IT security, it's common to see organisations with PCs under management and Macs left out. As an MSP, if you are able to manage and secure these machines, you will realise new opportunities for revenue and offer the following benefits to the organisation:

↑ Boost Revenue	Enhance Productivity	Save on Cost
Bolstered Security	Scalability & Flexibility	Total Control

You may also be able to tap into the many industries where Apple devices are found most often, such as:

Education, Healthcare, Graphic design/marketing, Logistics, Venture capita, Start-ups, Security-focused companies

Why sell Apple Device Management? Put simply: You can increase revenue by broadening your capabilities and target audience.

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How to market Apple Device Management

Effective marketing is crucial when trying to generate new custom for your business. This also rings true for your current customer base, as they may be unaware of the new services you are offering. Marketing a new service can be challenging, but there are certain tried and tested methods that can help place your product on a pedestal:

Video Marketing	Videos are a great way to promote Apple Device Management in an easily digestible way. You don't want to overwhelm your audience with information; simply deliver the key components and benefits for them.
Events	Not only are events networking opportunities, they are an effective method for spreading the news about your new service offerings.
Direct Mailing	Direct mail allows you to target your message via mail. You may use a list that you already have or purchase one that provides criteria around likely buyers.
SEO	Search Engine Optimisation is how you get noticed online. Invest both time and money into making your website (service pages, blog, eBooks etc.) as optimised as possible. This is a tried and tested means of generating new custom for Apple Device Management. Direct mail allows you to target your message via mail. You may use a list that you already have or purchase one that provides criteria around likely buyers.
Social Media	Given the prominence of social media today, it is unsurprising that, when used correctly, it is one of the most powerful tools at your disposal. Run campaigns, promote content and drive engagement focused on your Apple device management capabilities.
Paid Advertising	Paid advertising can take many forms, but pushing resources into a digital search campaign can be a great way to boost your visibility and, ultimately, increase profits.

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Utilise your website and social media to build trust with your audience

Website content is paramount to the success of any promotional campaign. Without positioning yourself as experts within the field and demonstrating a clear value of the services you offer, it is difficult to build trust with potential customers. Of course, your audience will want a top-level understanding of Apple Device Management, but don't get too bogged down in the technical ins and outs. Prospects want to understand how the service you provide will help them achieve their business goals such as increasing corporate productivity and efficiency. Be sure to create varied content that demonstrates how you can help the organisation make or save money.

Social media can be a fantastic facilitator for your content. Even if you have ticked all the boxes for your website content, it's rendered redundant if nobody is going to see it. Establishing a targeted following on social media, not only builds trust with potential clients, but also allows for your content to be disseminated across a larger pane.This can result in more meetings, consultancies or demos for those interested in the business benefits of Apple device management.

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How to sell Apple Device Management

So, you have the solution, you've got the marketing collateral to support it and you've developed interest... job done, right? Unfortunately, this is just the beginning. Next up: Selling the solution. We've gathered some useful tips and tricks for selling Apple Device Management, to ensure you seal the deal.

New business strategy

- **Define your ideal customer:** How many Apple devices do they have? What are users doing on their devices? What SaaS apps do they use most? Does their office have cloud-based or physical servers? Are they in particular industries? Establishing answers to these questions will help you develop a focused Apple service offering and streamline your prospect pipeline.

- **Share the benefits of using Apple products:** Business owners may not realise the advantages of using Apple products, like lower total cost of ownership, improved employee performance or long-lasting hardware. Apple products offer greater ROI than its competitors. Spread the word.

- **LinkedIn Sales Nav is your friend:** It's a great way to do prospecting. You can apply filters, based on company type, location, role, to find companies and people on LinkedIn.

- **Use a CRM tool:** Track your leads, conversations and activity to be able to build out a new business sales process for follow-ups.

- **Email:** Effective as a sales tool, you can build the value and use email as one of the tools in your new business arsenal. Sales emails are often most effective when short and to the point.

- **Cold Calls:** While they may not be to everyone's liking, they do still hold an important place in today's B2B world. It's all about timing - if the product is great and you know it inside out, the opportunity for a productive conversation is still there.

- **Video:** Tools such as Vidyard are great for outreach. People buy from people, so having your face on the screen can be a great way to pitch.

Existing customers

- **Know your customer:** While you may have an extensive customer base, you may not know whether they use Apple devices. Have some probing conversations and track the results to begin defining those who would benefit from Apple Device Management.

- **Security benefits:** It is a common misconception that Apple devices don't get viruses. Your clients may be under the impression that they don't need to have their Apple devices under management, so it's important to highlight the security vulnerabilities and the risk posed by not adopting it.

- **Insufficient protection:** Some organisations may already use a device management solution but are not receiving the same level of service that Addigy offers for Apple devices. Assess your clients' current solution to determine whether it is falling short regarding maintenance, security, updates, etc.

- **Upsell and cross-sell opportunities:** Due to the scalability, flexibility and utility of Addigy's Apple MDM solution, there are countless opportunities to upsell and cross-sell.

MSP case studies

Addigy's Apple Device Management solution can provide your MSP with a unique selling proposition (USP), granting you access to troves of opportunities that were previously unavailable. Not only does this create a new stream of revenue for your MSP, but it helps your clients bolster their security, enhance productivity and grow their organisation with confidence.
Don't believe us? Here's what some of our MSP partners had to say:

"What really caught my attention was Addigy's focus on the managed service provider market, the MSP market. That's something that they really understand and they really have built their product to work well with the way we work with our clients. That was something that I felt I was not getting from our previous platform."

Ben Greiner, Director, Apple Technology

"We've worked with Addigy since 2018 and it's been a great experience! We needed to implement a tool to help manage our clients Mac systems to maintain compliance standards. We'd looked at other deployment vendors in the past and the huge set up costs and lack of flexibility meant we could never get started. Addigy took all the pain away by providing a well featured SAAS solution for MSP's and we've not looked back."

John Scrivener, Managing Director, Abbeycomp

Revolutionise your clients' businesses with Addigy

Addigy is the perfect solution to help your clients transition to Apple, or to optimise and secure the Apple devices they already use. Specifically designed for MSPs, Addigy empowers you to successfully manage macOS, iOS, iPadOS, and tvOS devices in real-time, for multiple clients simultaneously.

Book a demonstration today to learn the full scope of the benefits Addigy can offer your clients. In addition to our full demo, we will provide a 14-day free trial so you can test out the innovative capabilities of our solution for yourself.

Book a demo

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