

## SUCCESS STORY

### New Client Acquisition

"Partnering with Cyberstone allowed us to approach a prospect operating in a highly regulated industry with a great value proposition and ultimately win their trust and business. Leading with Cybersecurity undoubtedly helped us to obtain a great new customer."

Thomas Reminga,  
CTO



## Technology Resource Advisors

### The Challenge:

Technology Resource Advisors is a Managed Service Provider servicing customers across Wisconsin and Illinois. Technology Resource Advisors are always looking for ways to acquire new clients in effort to grow revenues and profits. The cost of new customer acquisition can be overwhelming to absorb so Thomas Reminga, CTO at Technology Resource Advisors, is tasked with finding incredibly strategic and effective means to obtain new customers in the most cost-efficient manner. The Business Development Team at Technology Resource Advisors was attempting to win the business of a prospective new customer who operated in the Healthcare industry. Tom was looking for the "silver bullet" that would help the team land the new account.

### The Solution:

Thomas and the Technology Resource Advisors team worked with Cyberstone to develop a sales strategy that was tailored to the Healthcare industry. The sales story that was presented to the prospective client focused on the specific cybersecurity needs of Healthcare organizations and positioned Technology Resource Advisors as the MSP that would help them become compliant with state and federal cybersecurity regulations.

### The Return:

Thomas and the Technology Resource Advisors team won their first deal with the prospective client! More importantly, they now have a real opportunity to cross-sell and up-sell additional products and services to this newly acquired customer as the result of partnering with Cyberstone and branding themselves as an MSP who truly understands cybersecurity in the Healthcare industry.