

# VPAadvantages

FOCUSING ON MAXIMIZING YOUR COMPETITIVE ADVANTAGE

## HOW ARE RENEWALS IMPACTING YOUR BOTTOM LINE?

Maintenance renewals are an easy way to increase revenues, grow margins and build long-lasting client loyalty thus improving your bottom line.

They can be any type of contract, license or support issued by the vendor for networking systems and devices. Your clients could have purchased devices from you, directly from a manufacturer or even from another reseller. We recommend working closely with the client to obtain all contracts and licenses during the initial on-boarding process.

### WHAT IS THE IMPACT OF NOT ACTIVELY MANAGING RENEWALS?

The impact of not having a proper management process for renewals affects both the client and your company. Time and costs may increase due to the resource taking too long to provide support or resolve a system issue when they are unable to obtain system updates or collaborate with the manufacturer support team. If a renewal is missed and the software is expired, you may be required to pay a reinstatement fee to get the maintenance or support reinstated. When actively tracking and renewing software maintenance prior to expiration, you can ensure manufacturer compliance, access to technical support and obtain system updates to provide valuable customer service.

### ARE YOU MISSING OUT ON EASY PROFITS?

Clients love the ability to know that their investment in expensive equipment to run their business does not require them to upgrade every year. Staying current with maintenance renewals, they do not have to worry about hardware failing, updates not being accessible and know that your support team will be able to help when there is an issue. By leveraging quick on-boarding processes combined with manufacturer auto-renewing options, both you and the client can reap the benefits. Since renewals are typically an electronic license or contract, using your same quoting process to source the renewal and mark-up for a profit can be quick and easy.



### ARE YOU PREPARED FOR AN AUDIT?

Do you have accurate license counts? Are you in compliance of the contracts terms? Can you easily obtain a copy of critical software licenses for your client if they are audited? By leveraging "configuration items" or "installed products" in your existing PSA tool, you are able to track and store critical information such expiration dates of the original product items, paid invoices, original license agreements as well as the newly renewed license or contract. You never know when an audit may happen, don't wait to review your license agreements until you are notified of an audit.

### HELP YOUR CLIENTS PROTECT THEIR INVESTMENT.

There are many systems that can assist with tracking your clients multiple hardware/software contracts and could generate notifications when it's time for renewal. Reminders could happen via an automated report, a dashboard, regular audits of actively supported client equipment, etc.

### BOTTOM LINE

Leveraging your PSA system by incorporating tracking of client renewals as part of your quoting, purchasing and invoicing process will help you to improve client service and build long-lasting client loyalty all the while significantly improving your bottom line. Reach out to learn more about the functionality and features within your PSA system to increase your sales effectiveness by helping you better track opportunities to sell service renewal contracts.

**-Kelsie Lemolne**  
*Value Team*  
 Solutions Specialist

# EMPLOYEE SPOTLIGHT

## KELSIE LEMOINE



Kelsie is currently working as a member of the value team with Virtual Partner Advantage and she LOVES delivering uplifting service to her clients. She is a wife to the most amazing man in the world and a mother to the most loving and big hearted 11 year old boy. They have two dogs, Bentley-a pit terrier and Ty-a yorkie of which comes to work with her every day. She and her husband love to cook (and eat) together, they BBQ just about every weekend.

### QUESTIONS:

**When you're not a work, you're...**  
At home cooking and hanging out with my husband & son.

**Over the spring/summer what do you most look forward to?** My son being out of school and family vacation!

**If you could go anywhere in the world it'd be:**  
Paris or Greece.

**If you could have dinner with anyone (dead or alive) who would it be?**  
My brother, Shane, preferably on the anniversary date of his passing.

**What's your proudest accomplishment?**  
My son.

# MIKE MICHALOWICZ'S SURPRISE VISIT TO VPA

Surprise, surprise, surprise!!!! All we knew was that Charlotte was bringing Dr. Sabrina Starling to the office with a select few of her clients to join us for one of our monthly Pumpkin Plan meetings. That changed when we saw a greyhound bus pull up, and many people poured into our training room. What we didn't know is that we were now in the presence of a celebrity author!



As Charlotte stands in front of the crowd and gives a presentation on how VPA has implemented "The Pumpkin Plan," an obnoxious and hilarious roar from the crowd arose. And what do you know, Mike Michalowicz is asking questions. Our staff have not only read the "The Pumpkin Plan" but have also listened to the audiobook. Once he started talking, the cat was out the bag! We knew that we had Mike Michalowicz sitting in our training room. It was an incredible surprise that even included signed copies of his book for everyone.

# FROM THE DESK OF CHARLOTTE WASMER

Happy spring! The weather is heating up here in Alexandria and with that we have a flurry of initiatives happening at VPA.

In 2017 the executive team of VPA read and began to apply the principles of "The Pumpkin Plan" book internally. This came as a recommendation of Dr. Sabrina Starling of Tap the Potential, whom VPA is consulting with in many phenomenal ways. After reading the book, the executive team wanted to get everyone in on the action and created the exclusive, member only "Pumpkin Plan Club". To join and be part of this elite group that would be working to improve and grow the company all the staff had to do was read the book and attend the monthly lunch. Dr. Sabrina joined us for our first meeting and loved the idea, participation and excitement of the group. She asked if she could invite the author, Mike Michalowicz, to attend one of our club meetings. That was a year ago. In March, Dr. Sabrina, along with Mike as well as 30 of her clients (from all over the country) that were all in Alexandria for a 3 day "retreat" visited VPA's offices. The big surprise... the staff did not know that Mike would be there. Read more about the surprise on page two of this newsletter and stay tuned to our blog for information on this.

We had our 3rd Annual Kickoff meeting a couple of weeks ago. This all-day meeting allowed each team to present what they accomplished last year and what is planned for the upcoming year. Our UP Teams are working on improving communication via a recap email and client surveys. We held a team building session



where we divided into teams and conducted exercises on how to deal with conflict. The Value Team presented information on how dashboards could help us. Team Tami presented information on how to turn issues into opportunities with clients. Team Emily presented information on the importance of asking "Why" by providing us with some valuable examples. The Executive team presented a historical look back at the initiatives/rocks we have accomplished during the last 6 of our 21 years in business. We hope that our focus on constantly improving VPA flows through to our clients as well. Please feel free to ask one of our team members about our kickoff meeting. They will be happy to share.

Are you tracking and selling renewals? If done well, renewals can be a very important and easy way to improve your bottom line. The lead article written by Kelsie Lemoine, our in-house renewals expert, will provide you with very tangible information on why and how you can improve your bottom line with renewals.

## # WORKFAMILYLIFE

### BABY SHOWER

We had a shower for baby Naomi, who is due in May. Mallory, Ben and Big Brother Carter are very excited for her arrival!



# #WORKFAMILYLIFE CONTINUED



## 3RD ANNUAL ALL-DAY KICKOFF

VPA held their 3rd Annual All-Day Kickoff meeting on Tuesday March 26th. The theme this year was "In it to Win It."

This all-day event was jam packed with lots of learning and excitement! The Spirit Team planned fun breaks where everyone played 'Minute to Win It' games like Cookie Face and Stack Attack. Presentations from the Value and Executive Teams, Up Teams, Team Emily and Team Tami proved that we have accomplished so much but still have a lot of work to do in the upcoming year. This meeting allows us to focus on company initiatives at hand and work towards our goals as a team. We are IN IT TO WIN IT and as long as we stick to that truth, we will all be successful!

VPA even provides everyone with a new t-shirt to wear that day designed by the Spirit Team!

## ST. PATRICK'S DAY



VPA also celebrated St. Patrick's Day with a Shamrock Surprise Contest and Green Goodies for breakfast provided by the Spirit Team. Three shamrocks were hidden around the office. The lucky winners included

Ashley Triplett, Anne New and Jamie Weaver. They were all awarded with a box of Lucky Charms and lots of other green goodies and trinkets to celebrate the day like a leprechaun.



## MARDI GRAS

VPA celebrated Mardi Gras with King Cake a costume contest.

The winner was Ashley Triplett fully decked out in full Fat Tuesday attire. She won a king cake and gift card to a local bakery.

## APRIL ANNIVERSARIES

Ken Wasmer \_\_\_\_\_ 4/5/1997

Michelle Bournstein \_\_\_\_\_ 4/1/2002

Janis Barbin \_\_\_\_\_ 4/1/2010

Ashley Triplett \_\_\_\_\_ 4/1/2018

Hillary Toribio \_\_\_\_\_ 4/16/2018



**VIRTUAL  
PARTNER  
ADVANTAGE**

## WANT MORE INFO?

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