

THE HARDWARE INDUSTRY IS AT A TURNING POINT

MSPs are under pressure from all sides. Clients expect more. Competition is fierce. And the traditional break/fix and project-based model is no longer sustainable.

The solution? **HaaS (Hardware-as-a-Service)**. It's time to shift from transactions to transformation — and build a stronger, more profitable future.



51% of small businesses cite uneven cash flow as a financial challenge

Source: Federal Reserve 2024 Small Business Credit Survey

“My first deal after Soles Lab was \$1,800/month for 36 months — and that was over a year ago.” In December I doubled the size of our seats with a \$40,000/month HaaS deal. Now THAT is a career win. Took about 6 months to close the sucker.”

— Ashley, CharTec Member

THE REALITY CHECK



Hardware projects require significant upfront capital that most clients don't have readily available.



Traditional financing takes 2–3 months on average — too slow for the pace of today's MSP deals.



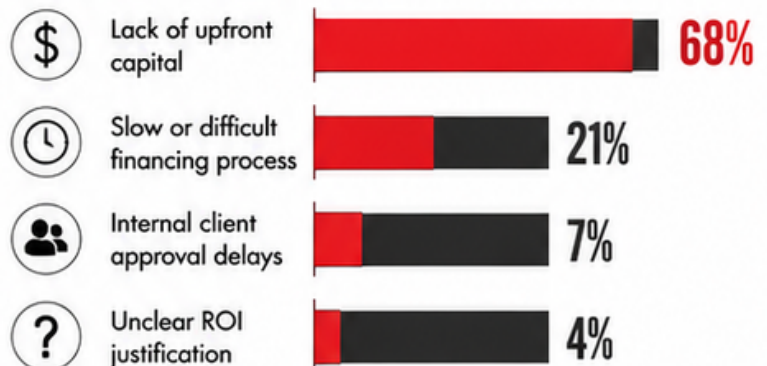
When the deal stalls, the MSP loses momentum, the client loses confidence, and competitors win.



The result: smaller deals, delayed projects, and predictable revenue becomes impossible.

WHAT STALLS DEALS?

Top reasons hardware projects don't close.



Source: CharTec Member Survey, 2025



THE HAAS ADVANTAGE

DEAL FLOW THAT CLOSES

Hardware-as-a-Service removes the upfront cost barrier, aligns with how clients want to buy technology today, and creates predictable recurring revenue for your business.

THE HAAS DEAL FLOW

FROM CONVERSATION TO CASH FLOW



1 START THE CONVERSATION

Lead with outcomes, not equipment. Ask about goals, pain points, and what's holding them back.



2 SCOPE THE SOLUTION

Design the right solution with the right hardware, included services, and a clear monthly investment.



3 PRESENT HAAS OPTION

Show how HaaS solves their problem without the upfront hit — with predictable monthly payments.



4 CLOSE THE DEAL

Remove objections. Get agreement. HaaS makes it easy for your client to say yes.



5 DELIVER & EARN MONTHLY

We handle the financing. You deliver the solution. Everyone wins — month after month.

THE DIFFERENCE IS CLEAR

FACTOR	TRADITIONAL FINANCING / LEASING	HAAS (HARDWARE-AS-A-SERVICE)
 UPFRONT COST	High or full payment required	✓ \$0 upfront preserves cash
 TIME TO APPROVAL	2–3 months on average	✓ Typically 24–72 hours
 CLIENT CASH FLOW IMPACT	Significant upfront drain	✓ Predictable monthly expense
 APPROVAL LIKELIHOOD	Lower for many small businesses	✓ Higher approval rates
 CLIENT EXPERIENCE	Complex, slow, friction-filled	✓ Simple, fast, frictionless
 REVENUE FOR THE MSP	One-time transaction	✓ Recurring monthly revenue
 RISK TO THE MSP	Collection risk can exist	✓ Financing and risk handled for you



OF MSPs SAY HAAS HELPS THEM CLOSE MORE DEALS FASTER

by eliminating the upfront capital barrier.

Source: CharTec Member Survey, 2025



BOTTOM LINE:

HaaS turns more conversations into closed deals — and turns those deals into recurring revenue that builds your business.



READINESS SCORECARD

How Ready Is Your MSP to Win More HaaS Deals?

Use this scorecard to evaluate your current position. The more boxes you check, the more ready you are to turn hardware refresh conversations into closed deals.

AREA	WHAT TO CHECK	YES	NO
 CONVERSATION READY	We lead hardware refresh conversations with outcomes, not specs or pricing.	☐	☐
 SOLUTION DEFINED	We have a clear HaaS offering with included services, terms, and pricing that's easy to understand.	☐	☐
 FINANCIAL PREPARED	We can quickly show clients the monthly HaaS investment and cash flow impact.	☐	☐
 STAKEHOLDER APPROACH	We know who needs to be involved and how to build internal support for the decision.	☐	☐
 OBJECTIONS HANDLED	We are prepared to handle common objections around cost, risk, and commitment.	☐	☐
 DEAL EXECUTION	We have a repeatable process to close, onboard, and deliver a profitable HaaS deal.	☐	☐
 REVENUE FOCUSED	We track HaaS as recurring revenue and have a plan to grow it month after month.	☐	☐



SCORING GUIDE

0–2 You're leaving deals on the table.

3–5 You're getting close — tighten your process.

6–7 You're ready to win more HaaS deals.



High scores don't just mean you're ready — they mean you're **dangerous to your competition**.

HOW TO IMPROVE YOUR SCORE

- 1 LEAD DIFFERENT**
Shift the conversation to outcomes, risk, and what's holding them back.
- 2 PACKAGE IT**
Build a clear HaaS offering that includes hardware, services, and support.
- 3 MAKE IT FINANCIAL**
Show the monthly investment, not the price tag. Make the math simple.
- 4 BUILD SUPPORT**
Identify the right stakeholders and help your champion make the case.
- 5 PREPARE & PRACTICE**
Anticipate objections and practice your responses until they're natural.
- 6 SYSTEMIZE & SCALE**
Document your process, use it consistently, and keep getting better.
- 7 FOCUS ON RECURRING**
Track, measure, and grow HaaS as a core part of your recurring revenue.



The MSPs who win consistently aren't smarter — they're just more prepared. Use this scorecard. Improve your weak spots. Cash flow follows.

— CharTec Sales Lab

THE COST OF DOING NOTHING IS HIGHER THAN YOU THINK

When hardware projects don't close, everyone pays the price.
Deals stall. Opportunities slip away. Pipeline drains.
And your competitors are ready to move.

HaaS helps you stop the leaks, protect your pipeline,
and turn more opportunities into closed deals.



CharTec.net/HaaS

THE REAL COST OF A STALLED DEAL



LOST REVENUE

Every stalled deal represents recurring revenue you don't book this month.



WASTED TIME

Your team spends hours chasing deals that go nowhere. Productivity suffers.



PIPELINE RISK

A thin pipeline today creates revenue pressure tomorrow. It's a cycle.



COMPETITOR WINS

While deals stall, your competitors find a way to say yes.



GROWTH STALLS

Without predictable deals, consistent growth becomes impossible.

THE HIDDEN DRAIN ON YOUR BUSINESS

- ✗ Deals stuck in internal approval for weeks (or months)
- ✗ Clients waiting on budget or capital approvals
- ✗ Sales cycles dragged out by financing delays
- ✗ Cash flow volatility and forecasting headaches
- ✗ High-performing reps wasting time on non-starters
- ✗ Missed quarters, lowered forecasts, lost momentum



THE HaaS SOLUTION

- ✓ Remove the upfront capital barrier
- ✓ Speed up approval and decision-making
- ✓ Protect and strengthen your pipeline
- ✓ Create predictable monthly revenue
- ✓ Free your team to focus on closing
- ✓ Build consistent growth, quarter after quarter



We used to lose deals we should have won.

HaaS changed that. Now, we close more, faster — and we control the outcome.

— Jason W., MSP Owner



DON'T LET ANOTHER DEAL SLIP AWAY.

Close more deals. Protect your pipeline. Build predictable revenue with HaaS.

Let's make sure this is
your strongest year yet.

chartec.net/haas



HARDWARE-AS-A-SERVICE. RECURRING REVENUE. ZERO CAPITAL OUTLAY.

HAAS IN ACTION: REAL RESULTS. REAL IMPACT.

HaaS isn't theory — it's working for MSPs right now. From faster closes to stronger cash flow and happier clients, see how partners across the country are winning with HaaS.



[CharTec.net/HaaS](https://chartec.net/HaaS)

PARTNER SUCCESS STORIES



**2X GROWTH IN
3 MONTHS**

"We did \$180K in HaaS deals in our first 90 days. It opened conversations we never could before and helped us double our seats under management."

— Kevin L., MSP Owner

2X GROWTH IN
NEW SEATS



**FASTER CLOSES.
HAPPIER CLIENTS.**

"Deals that used to take 2–3 months to close now happen in weeks. Our clients love the flexibility — and our team loves how easy it is."

— Melissa R., VP of Sales

65% REDUCTION IN
SALES CYCLE TIME



**PREDICTABLE REVENUE.
BETTER BUSINESS.**

"HaaS turned our sporadic hardware wins into predictable monthly revenue. It's now one of our biggest growth engines."

— Tom B., CEO

\$1.2M+ IN RECURRING
REVENUE ADDED



**OF MSP PARTNERS
SAY HAAS HELPS THEM:**

- ✓ Close more hardware deals
- ✓ Improve cash flow
- ✓ Deliver better client outcomes

Source: CharTec Member Survey, 2025



THE POWER OF HAAS

More than just financing — HaaS is a competitive advantage that helps you win today and build a stronger, more valuable MSP for tomorrow.



HaaS took financing off the table as an objection. We focus on the solution and the outcome — and we close more, faster.

— CharTec Member



REAL MSPs. REAL RESULTS. REAL GROWTH.

Don't just read about it — experience the impact of HaaS for yourself.

See what HaaS can do for your business.

chartec.net/haas



HARDWARE-AS-A-SERVICE. RECURRING REVENUE. ZERO CAPITAL OUTLAY.

HOW TO INTRODUCE HAAS AND WIN MORE DEALS



The best MSPs make Haas a natural part of the conversation.
This simple framework helps you do the same.

THE 5-STEP HAAS CONVERSATION FRAMEWORK

CharTec.net/HaaS



TIPS FROM TOP PERFORMERS

- ✓ Start every conversation with business outcomes, not specs or pricing.
- ✓ Make the monthly investment the focus, not the total price.
- ✓ Practice your Haas pitch until it feels natural.
- ✓ Use real client stories and results.
- ✓ Involve your champion early and equip them with what they need.
- ✓ Follow up fast and keep the process moving.

WHAT TO SAY (EXAMPLE)

“Based on what you’ve shared, I think we can help you achieve *[desired outcome]* with *[solution]*. The total investment is \$XXX, but most of our clients choose to do this as a Haas deal. It’s \$XXX per month, preserves your cash, and gets you results faster. Does that make sense for you?”



Focus on the outcome.
Make the investment easy.
Let Haas remove the barrier.



THE BOTTOM LINE:

When you lead the right way and introduce Haas with confidence, you make it easy for clients to say yes — and easy for you to win.



Better conversations.
More closed deals.
Stronger recurring revenue.

WHO WINS WITH HAAS? EVERYONE.

HaaS creates a better experience for your clients,
easier execution for your team,
and stronger results for your business.



[CharTec.net/HaaS](https://chartec.net/HaaS)



YOUR CLIENTS WIN

- ✓ Preserve cash and working capital
- ✓ Get the technology they need now
- ✓ Predictable monthly payments
- ✓ Flexible terms that fit their business
- ✓ Better outcomes with less risk



*They get what they
need to grow —
without the upfront
capital hit.*



YOUR TEAM WINS

- ✓ Close more deals, faster
- ✓ Remove a top objection
- ✓ Stand out from competitors
- ✓ Simplify the sales process
- ✓ Stay focused on closing



*You get more wins,
more pipeline, and
more momentum.*



YOUR BUSINESS WINS

- ✓ Stronger, healthier pipeline
- ✓ Predictable recurring revenue
- ✓ Improved cash flow
- ✓ Higher close rates
- ✓ Consistent, scalable growth



*You build a more
valuable, resilient,
and recurring
revenue engine.*



*HaaS isn't just a financing option — it's a win-win-win.
Our clients get what they need.
Our team closes more.
Our business grows stronger every month.*

— Sarah M., Sales Director



WHEN EVERYONE WINS, EVERYTHING GROWS.

HaaS aligns your clients, your team, and your
business for success — today and tomorrow.

- ✓ Happier clients
- ✓ More empowered team
- ✓ Stronger pipeline
- ✓ Higher revenue
- ✓ Long-term growth



LET'S WIN TOGETHER.

Ready to create better outcomes for your clients and
build a stronger business? We're here to help.

Start the conversation today.

chartec.net/haas

KEY TAKEAWAYS & YOUR NEXT STEPS

HaaS helps you close more deals, strengthen your pipeline, and build predictable recurring revenue.

Recap what we covered. **Then take action.**



CharTec.net/HaaS

KEY TAKEAWAYS



THE COST OF STALLING IS REAL

Stalled deals drain revenue, cash flow, and productivity.



HAAS IS THE SOLUTION

Remove the upfront capital barrier and make it easy for clients to say yes.



REAL RESULTS, REAL IMPACT

Partners across the country are closing more deals, faster — and growing stronger.



EVERYONE WINS

Better outcomes for clients, easier execution for teams, and stronger results for your business.



MAKE HAAS PART OF THE CONVERSATION

Introduce HaaS early, focus on outcomes, and remove objections with confidence.



TAKE ACTION TODAY

The best MSPs use HaaS to lead the market and build predictable, recurring revenue.



YOU HAVE THE ADVANTAGE. NOW USE IT.

HaaS gives you a competitive edge today and a stronger foundation for tomorrow.

- ✓ Lead better conversations
- ✓ Close more deals
- ✓ Protect and grow your pipeline
- ✓ Build predictable recurring revenue
- ✓ Create long-term value for your clients



WHAT'S YOUR NEXT STEP?

Put what you learned into action.

Start more conversations. Close more deals. Win with HaaS.

Let's talk about how HaaS can help you hit your goals.

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THE MSP TRAINING EVENT EVERYONE TALKS ABOUT



Stop guessing. Stop hoping. Stop trying to figure it out alone.

Spend two days inside a real, multi-million-dollar MSP and leave with proven systems for Sales, Marketing, Operations, Leadership, and Growth.

CharTec Academy is held live in Bakersfield, California and is built specifically for MSP owners and operators who want results, not theory.

WHY MSPs KEEP COMING BACK

- ✓ Hosted inside a functioning MSP, not a conference room
- ✓ Two days of implementation, not theory
- ✓ Built specifically for MSP owners and leadership teams
- ✓ Limited seats for focused interaction
- ✓ Real-world frameworks you can use immediately
- ✓ No virtual option. No fluff. No wasted time.

WHAT YOU'LL FIX IN JUST 2 DAYS



LEAD GENERATION

Build predictable appointment generation that doesn't rely on referrals.



SALES

Create a repeatable sales process that closes more deals.



MARKETING

Learn campaigns and messaging that actually generate conversations.



OPERATIONS

Improve efficiency, accountability, and execution.



LEADERSHIP

Build stronger teams and better performance.



GROWTH

Identify bottlenecks and leave with systems to remove them.

THERE IS NO OTHER MSP TRAINING LIKE THIS



KEYS TO THE CASTLE

Walk through an actual MSP. Meet the service team, marketing team, leadership team, operations team, and more.



LEARN FROM PEOPLE DOING IT

CharTec teaches what they actively use inside ARRC Technology, their operating MSP.



IMPLEMENTATION OVER INSPIRATION

Leave with actual plans, systems, scripts, processes, and next steps. Not motivational speeches.

“

"We left with a real plan and the confidence to execute it."

— Academy Attendee

“

"The on-site funnel build alone paid for the trip."

— Academy Attendee

“

"Best three days we've invested in our MSP."

— Academy Attendee



INCREASE ROI WITH HAAS

Learn how to leverage Hardware-as-a-Service to improve cash flow, close more deals, and create predictable, recurring revenue for your MSP.

Includes White Labeling & Special Member Pricing



SCAN TO REGISTER



Secure your seat at CharTec Academy today!



CharTec

SELL. MARKET. MANAGE.

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