

# 10 Reasons Sales Account Managers Should Pitch a Network Assessment



The technology landscape is evolving at lightning speed—especially with AI reshaping how businesses operate. For your customers, this presents an incredible opportunity to innovate and grow. But is their network infrastructure ready to support that growth?

That's where you come in. Many customers don't realize that their network could be the bottleneck holding them back—or worse, an unseen cybersecurity risk waiting to happen. They may not think to call you first, but this is your chance to be proactive, check in, and position yourself as a trusted advisor.

**You have two choices: Wait for the phone to ring or take the lead in guiding them toward a resilient, future-ready network. The best part? A network assessment isn't just about selling—it's about helping customers prioritize and plan, all while opening new revenue opportunities for you.**

**Here are 10 reasons why now is the perfect time to reach out for an assessment of your customer's network:**

- 1 A Natural Conversation Starter** — A network assessment gives you the perfect reason to check in with customers and discuss their evolving needs.
- 2 Align with CIO Priorities for 2025** — Show customers how their network supports (or not) key business initiatives like expansion, security, AI, and digitization.
- 3 Be First, Be Different** — Don't wait for competitors to swoop in. Offer a free assessment or health check to start the conversation early.
- 4 Demystify the Network** — Help CIOs and IT leaders see what's really happening "behind the curtain" with data-driven insights.
- 5 Earn a Seat at the Table** — Use the assessment as a strategic trade: deliver valuable insights in exchange for a C-level meeting.
- 6 Drive Higher-Quality Conversations** — Go beyond transactional sales by discussing long-term strategy, security posture, and network resilience.
- 7 Reduce Customer Risk** — A proactive assessment can help prevent cybersecurity threats, outdated software issues, and network failures.
- 8 Strengthen Your Role as a Trusted Advisor** — Customers will appreciate your proactive approach, reinforcing their reliance on you for future needs.
- 9 Uncover Net-New Revenue** — A thorough assessment often reveals opportunities for upgrades, optimizations, and new projects that drive business growth.
- 10 Crush Your Quota** — Helping customers optimize their networks naturally leads to new business opportunities—and helps you exceed your targets.

The bottom line? Be a proactive 'Thought Leader' taking the first step and offering a network assessment, you're not just selling—you're adding value, building trust, and positioning yourself for long-term success.

**So, what's stopping you? Pick up the phone, send that email, and start the conversation today!**  
See the next page to discover how Netformx AssetXpert can revolutionize your assessments.

## The Ultimate Network Assessment Tool

**Netformx AssetXpert** is the ultimate assessment tool to streamline network scans and deliver the insights you need. Quickly evaluate network health, ensure it can support future growth, and leverage AI-driven infrastructure for long-term success. Equip your team with the right tools to drive smarter conversations and strategic wins.

Contact us at [sales@netformx.com](mailto:sales@netformx.com) to get started.



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