

LEADERSHIP

You're the Expert. You Just Don't Have Time to Prove It.

Why Maximo solution providers keep losing deals to firms that are worse than them — and what to do about it.

The Pattern You've Probably Seen — Or Lived

A C-level executive or firm owner sits down on a Sunday night with a genuine intention to write a blog post. They know the material cold. Thirty years in asset management, hundreds of implementations, real opinions about where the EAM market is headed.

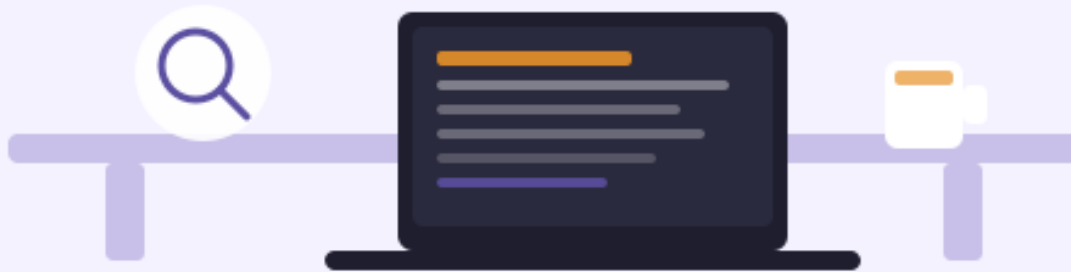
An hour later, they've written two paragraphs and answered six emails. The draft gets saved. It never gets published.

Meanwhile, a competitor — one with a fraction of the experience — posted something last Tuesday. It wasn't particularly insightful. But it was *there*. It showed up in a search. A plant manager at a mid-size utility clicked it, found it useful enough, and booked a call.

"The market rewards consistency over expertise."

Buyers research before they ever contact you.

The silent phase is where deals are won or lost.



Your Buyers Are Researching Before You Know They Exist

The Maximo buying cycle doesn't start with a demo request. It starts months earlier — when an IT director starts Googling MAS migration timelines, when an asset manager goes looking for someone who has written about her industry's pain points, when a procurement team builds a shortlist before they've made a single phone call.

By the time a prospect reaches out, they've already formed opinions. They've read things. They've decided who sounds credible and who sounds like everyone else.

If your firm doesn't have content in the market during that silent research phase, you're not in the consideration set. You don't get a chance to be disqualified — **you simply don't exist.**

That's not a sales problem. It's a visibility problem.

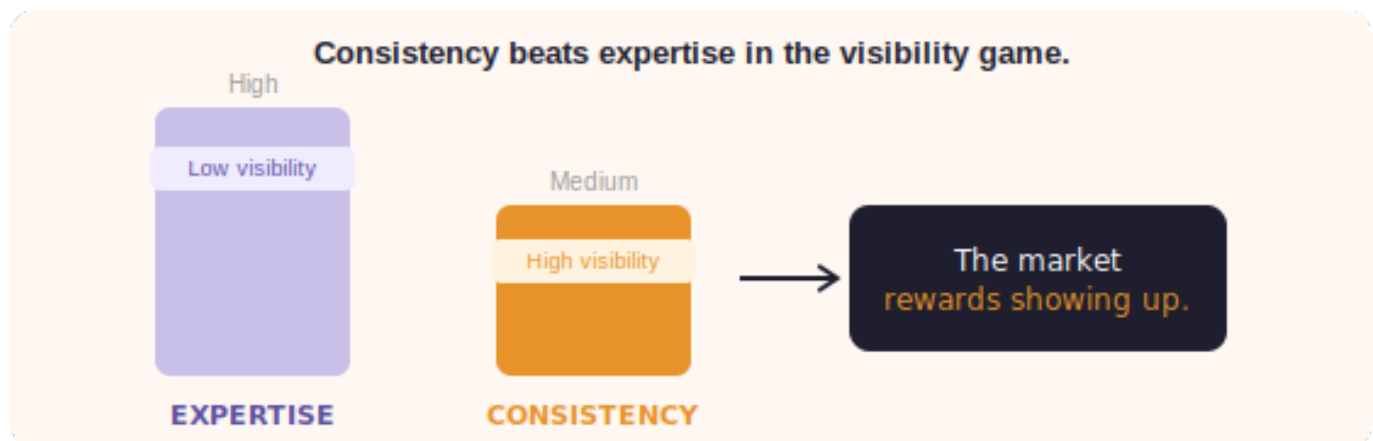
And it doesn't get solved by another trade show booth. The firms that show up consistently in search — with content written for the buyers they're chasing — own the room before they walk into it.

Why "We'll Handle It Internally" Usually Means It Won't Happen

Most Maximo solution providers don't lack expertise. They lack the system to turn that expertise into content on a reliable schedule. Here's what internal content creation actually looks like in practice:

- The owner drafts something in a hotel room between client meetings. It's rough, needs editing — and no one has time to edit it.
- A senior consultant gets tagged to write a blog post. They're already stretched across three active projects.
- The marketing coordinator can write well but doesn't know enough about Maximo to make the content credible.
- Topics are chosen reactively — whatever someone felt strongly about last week — with no connection to what buyers are actually searching for.

The result is a content calendar that exists in theory and a blog page that hasn't been updated since the previous administration. This isn't poor leadership — it's a reflection of where priorities should be. Your senior people's time is worth far more closing deals and delivering implementations than writing LinkedIn posts.



What Changes When You Take Content Off Your Plate

Your credibility compounds. A consistent publishing cadence builds authority over time. Each piece adds to a body of work that signals to buyers: these people know what they're talking about, and they've been saying it for months.

Your firm is findable when it matters. SEO-optimized content means you show up during the research phase — before buyers have narrowed their list. That's the highest-leverage moment in the cycle, and most firms aren't present for it.

Your senior team stays focused. The expertise stays yours. The execution doesn't have to be.

The Part That Surprises Most Clients

The most common reaction after a firm's first month of done-for-you content:

"That actually sounds like us."

That's the whole game. Content that could have been written by any generalist agency is easy to scroll past. Content that demonstrates genuine fluency with Maximo environments, MAS migrations, and the specific concerns of the buyers you're chasing — that's what earns a second look.

The Maximo ecosystem is small. Everyone knows everyone. Your reputation travels fast in both directions. The firms that consistently show up with credible, technically grounded content don't just get more inbound — **they own the room before they walk into it.**

Signs you have a visibility problem	What done-for-you content delivers	What stays yours
Blog hasn't been updated in months	Consistent publishing cadence	Your expertise & insights
Pipeline depends on referrals alone	SEO visibility during buyer research	Your brand voice & positioning
Senior team stretched too thin to write	Content fluent in Maximo & EAM	Your client relationships & deals
No strategy — just reactive posts	Strategy tied to buyer search intent	Your reputation & authority

Ready to stop losing deals to less experienced firms?

If your content strategy currently depends on finding a spare hour that never materializes, it might be time to talk. Max Content Solutions builds done-for-you content strategies for Maximo and EAM service providers — content that sounds like you, reaches your buyers during their research phase, and compounds in value over time. maxcontentsolutions.com