# Todays Agenda

- **Expanding** Service Offerings
- **Effective** Sales Strategies
- **Owning** the Customer Relationship
- **Operational** Efficiencies
- **About / Q&A**

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Expanding Service Offerings

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# Expanding is Critical for MSPs

**To stay relevant, competitive, and profitable, MSPs must continuously expand their service offerings.**

**Why? Because the market is evolving and standing still = falling behind.**

**Key Reasons to Expand Your Portfolio:**

- **Stay Competitive** – If you don't offer it, your competitors will.

- **Increase Customer Retention** – The more services you provide, the harder it is for customers to leave.

- **Boost Profitability** – Higher-value, high-margin services improve cash flow & long-term revenue.

- **Strengthen Customer Relationships** – A full-service MSP becomes a trusted partner, not just a vendor.

- **Future-Proof Your Business** – Diversifying services protects against market shifts & revenue plateaus.

💡 **But not all service expansions are created equal.** On the next slides, we'll explore the key **financial, experience, and market considerations** to help you make the right choices.

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# Financial Considerations

**Before adding a new service ask yourself:**

**Revenue Model:**
- Gateway or Loss Leader? – Will this service attract customers to higher value offerings?
- Money Maker? Is it profitable and scalable on its own, or just a strategic add-on
- Necessary Evil? *(be careful)* – *Is it a must-have but difficult to monetize*

**Addressable Audience:**
- Is this a niche where you are already an SME?
- Does is align with your existing customer base?
- Venturing outside this areas is possible – but the risk is higher

**ARPU & Margins:**
- Is the revenue anemic or healthy?
- Are the margins strong (60-80%)?
- Selling $5-20 services at 15-30% margins wont drive real growth.

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# **Experience** Considerations

**Beyond profitability, consider how a new service impacts operations and branding.**

**Control:**
- Can you control pricing?
- How smooth is the ordering and installation process?
- Can you manage configurations yourself?

**Support:**
- Who's the first point of contact for customer issues?
- What level of access do you have to tools and systems?
- How reliant are you on the vendor for help and troubleshooting?

**Branding & Ownership:**
- Does it build and reinforce your brand?
- Do you own the customer relationship? *(also, a major financial consideration)*

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# **Market** Considerations

**Understanding the market impact of your service expansion is crucial.**

**Competition & Market Trends:**
- Are your competitors already offering this solution?
- Are providers of the solution encroaching in your space?
  - i.e. vendors selling directly to end users or expanding into competing services.
- Does your offering lineup, within reason, meet all customer needs?

**Long Term Equity & Exit Value:**
- How does this new revenue stream impact your overall valuation?
- Is it a drain resource or a growth multiplier?
- Does it make your business more attractive for future acquisitions or investment?

The right service expansion strengthens your business, while the wrong one drains resources. Choose wisely.

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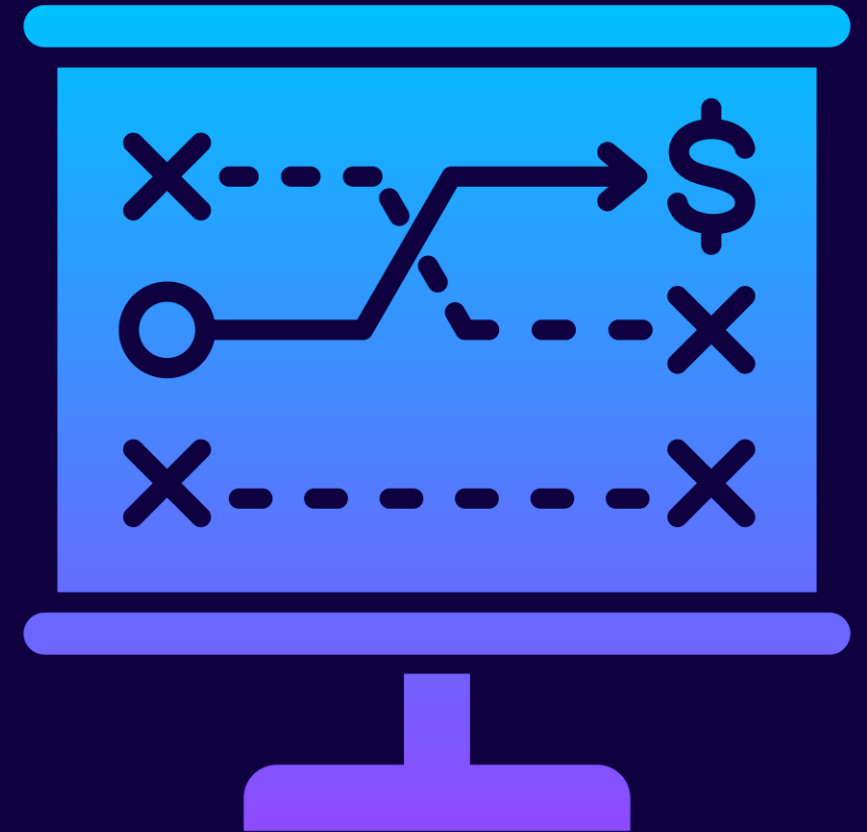
# It Starts with an ABM Approach

Many MSPs and resellers often struggle with unpredictable lead flow or **low-quality inbound leads**. ABM flips the script and puts you in control.

Account-Based Marketing (ABM) is a **targeted sales and marketing strategy** where you focus on **high-value accounts** rather than chasing random leads.

Instead of hoping someone is a good fit, ABM helps us **identify, engage, and convert** the **right** prospects—faster and more effectively.

For MSPs and resellers, this means **zeroing in on businesses that truly need your expertise**, tailoring your messaging to their challenges, and **closing deals faster with higher retention rates**.

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# ABM in a Nutshell

## Accounts
These are target accounts that match your Ideal Customer Profile (ICP), Your ICP should be based on (a) your most successful and profitable customers or (b) your best value products or (c) an underserved niche where you're a SME.

## Roles
These relate to the contacts working in those accounts that use, influence or otherwise decide on purchasing the type of service you're offering. Owner/CEO, IT Manager, Office Manger, Receptionist, End Users, whatever… Usually, 3-4 roles per account is good and think outside the box.

## Messaging
This is where you engage. Messaging in ABM is custom-tailored to each key role based on their priorities, challenges, and influence in the buying process. Instead of sending a generic pitch, you speak directly to what matters most to them. When your messaging speaks directly to their concerns, they're more likely to respond.

## Contact Gathering
Now that you have your ICP, Roles and custom Messaging ready, it's time to start building list, and it's quality over quantity at all cost. If target account list were purchased or created this is where a sales rep browses sites like LinkedIn and uses tools like Surfe, to find matching contacts and enroll them in the outreach campaign on your CRM. If no list were purchased or created those same tools can help find accounts too.

## Orchestrated Outreach
Once you've gathered your **key contacts** and enrolled them in a campaign, **outreach needs to be strategic—not random.** The goal is to **warm up** prospects by increasing your visibility and familiarity **before** making direct contact through a multi touch / multi channel approach:

- Email & Text
- Social Interactions
- Targeted Display Ads
- Phone Call (after warm up)

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# **Why** ABM works

**Laser Focused on the Right Buyers:**
Stop wasting time on low-fit leads. ABM ensures you're **talking to decision-makers/influencers who actually need or want** your solution

**More Meaningful Conversations:**
Instead of generic pitches, you approach prospects with **personalized outreach** that directly addresses their **pain points, tech stack, and industry needs**.

**Higher Win Rate & Recurring Revenue:**
By targeting the **best-fit accounts**, you **convert more leads into customers** and **increase long-term retention**.

**Efficiency Over Volume:**
Unlike traditional mass outreach or advertising, ABM **focuses your efforts where they matter**, making each sales attempt **more strategic and effective**.

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# **Running** Discoveries

**Most high-ticket sales reps lose the prospect during the discovery.**

**Why?** Because they focus too much on:
*   Pain: Too much feels pushy or negative
*   Features: Hard to remember and often not the priority
*   Closing Too Soon: Pushing for the deal pushes the prospect away.

## **The 4 Part Discovery Framework for Success**
Adjust the examples to your use case

**#1 Pain Identification**
Example: What are the biggest hurdles you're facing in your current process?

**#2 Impact Questions**
Example: How have these challenges impacted you, your team or your bottom line?

**#3 Ideal Scenario**
Example: If you could change anything about this situation what would that look like?

**#4 Consequence Questions**
Example: What happens if these challenges aren't addressed in the next 3-6 months?

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# The Hot Potato Technique

**The best sales reps master this.** Instead of **defending** against objections or going into **hard sell mode**, they **throw the conversation back** to the prospect—turning resistance into engagement.

## 💬 What Most Sales Reps Do

- **Prospect:** "Why are you guys better? Why should I go with you?"
- **Sales Rep:** "Oh, we're better because of X, Y, and Z!"
- **Problem?** It sounds defensive, salesy, and pushes the prospect **away** instead of drawing them in. **Nobody believes a sales rep bragging about their own product.**

## ✅ Using the Hot Potato Technique

**Flip the Question Back & Guide the Conversation**

- **Prospect:** "Why are you better? Why should I go with you?"
- **Sales Rep:** "That's a great question! To answer that, can I ask—what things are most important to you in X?"
- **Prospect:** "Well, I'm looking for A, B, and C."
- **Sales Rep:** "Got it. And why are those things important to you?"
- **Prospect:** "Because we've had issues with X before, and we need Y to succeed."
- **Sales Rep:** "That makes total sense. So, if I understand correctly, you're looking for a solution that helps with [pain points] because [business impact]. Would it help if I showed you exactly how we do that?"

**Outcome?** Instead of forcing an answer, **you let the prospect sell themselves**—they define their needs and connect them to your solution **on their own terms**.

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# The Risk Reversal Technique

To move a conversation forward you should stop selling on features and benefits - **it's not effective**. It overwhelms the prospect, it clouds their decision making, and it feels like bragging which turns people off.

## 💡 Shift the Conversation From Benefits to Risks

*Let's assume we're talking about your backup solution…*

**What NOT to say:**
"Our backup solution ensures you'll always have access to your files in case anything happens, its always on, 24x7, gold lined, etc."

**What TO Say:**
"What would happen if you suddenly lost access to your critical files?"

**Outcome?** The prospect **visualizes the risk**, spooks themselves, and if all else is applicable, your solution **isn't a "nice-to-have"—it's a necessity to avoid that risk.**

## 🧠 Why This Works

- People are more motivated to avoid pain than to seek pleasure.

- Fear of loss is stronger than the excitement of gain.

- Instead of selling benefits, make the prospect realize the risk—and let them sell themselves.

- Flip the script: Don't sell the benefit—sell how you eliminate the risk.

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# Learn Your Natural Closing Style

Closing a deal is just as important as the rest of the sales process, yet most sales reps either: push too hard and scare the prospect away or go too soft and never actually ask for the sale. The key? **Finding a closing style that works for you and your product.**

## 🚀 Different Closing Styles to Study

**The Assumptive Close** – Act as if the decision is already made.
*"Great! Let's get you set up. Do you prefer monthly or annual billing?"*

**The Soft Close** – Gently guide them while reducing friction.
*"Would it make sense to move forward based on what we've discussed?"*

**The Question Close** – Get them to sell themselves.
*"What's stopping you from moving forward today?"*

**The Urgency Close** – Use time-sensitive value to encourage action.
*"We're offering [X incentive] this week—would you like to take advantage of it?"*

## 👀 My Personal Style

**The Reversal Close** – Flip the script and let the prospect reveal what's really on their mind.

*"I'd love to work together, and I'm not asking for the sale today – but I would like to know, is there any reason why you wouldn't move forward with us?"*

**Why it Works:**
- It **catches them off guard** and makes them think.
- They reveal **real objections**, not surface-level ones.
- Instead of selling blindly, **you address their exact concerns.**
- **Eliminate the No's** so what's left is more likely to be a Yes.
- When they hang up, they **remember how you took care of them**—not just another sales pitch.

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# Example: ABM Thought Process

| ICP | Focus | SME Niche |
|---|---|---|
| Law Firm | Corporate Law; Real Estate; Finance | |

| Role | Pain | Impact |
|---|---|---|
| Partner | Revenue, profitability, growth, major clients | Worry – revenue and profitability |
| AR Specialist | Complexity of collections, speed of collections | Worry – mistakes |
| Attorney | Case management; Balancing research and billing | Stress – caseload and success |

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# Owning the Customer Relationship

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# **Owning** the Customer Relationship

🚨 **Common challenge in scaling your business? Lack of control.**

Many resellers unknowingly **limit their own growth** by giving up ownership of:

- **Pricing & Margins** – Can't control your own profitability.

- **Quoting & Installations** – Slower sales cycles & poor customer experience.

- **Support & Service Management** – Customer experience suffers from **issues outside your control**.

- **Branding & Billing** – Your customers see **someone else's name, not yours**.

- **Customer Relationship** – You don't truly "own" the customer—**your provider does.**

**Yet, whenever there's a question or issue it likely comes your way first.**

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# Ownership Built for Growth

🚨 **Risk when you don't own the relationship:**

**Bad Customer Experience = Your Reputation on the Line**
If your provider **drops the ball** on support, service issues, or installation delays—**you take the blame.**

**Limited Flexibility & Profitability**
When you can't control pricing or margins, **you're stuck with whatever the provider allows.**

**You Might Be Handing Your Customers to Future Competitors**
Some providers **sell directly to end users—meaning they could compete with you tomorrow.**

**Would you rather build your business on someone else's terms… or on your own?**

✅ **Competitive Advantage of Full Ownership:**

Set your **own pricing & margins** = More profit.

Control **quoting & installations** = Faster sales & smoother onboarding.

Manage **support & troubleshooting** = Better customer experience.

Own your **branding & billing** = **Customers stay loyal to YOUR brand.**

Maintain **complete customer ownership** = **No provider can take them from you.**

**Successful MSPs & resellers aren't just selling services—they're building relationships and trust.** The more you control, **the stronger your business becomes.**

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# Operational Efficiency

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# Work Smarter, Scale Faster

For most MSPs and resellers, manual processes slow everything down—from quoting and service activation to billing and support.

**What happens when your operations aren't efficient?**

- Time wasted on repetitive manual tasks
- Human errors in pricing, provisioning, and billing
- Slower response times = Frustrated customers
- Revenue leaks from delayed invoicing & collections

The key is **automation and system integrations** that eliminate redundant work and streamline processes. The more you **automate** and **streamline**, the more you can **grow without bottlenecks.**

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# Quote-to-Cash Growth Formula

💰 **A streamlined process = more revenue, less friction.**

**Quoting & Sales** – Enter customer data **once** and ensure services and pricing align with your platforms and billing system.

**Automated Provisioning** – Services deploy automatically, reducing errors and delays.

**Billing & Invoicing** – Customers are billed **correctly and on time**, every time.

**Automated Collections** – Payment's flow in without the hassle of manual follow-ups.

**Integrated Support Tools** – Troubleshooting and service requests are handled **seamlessly**.

**A well-optimized MSP runs like a machine—allowing you to focus on acquiring more customers,**

**not fixing operational headaches.**

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# Q&A Session

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*"Even obvious things don't work if they're not done properly or at all. And it's always better to start small, then let those small failures teach you how to go big."*

# THX!

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