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MSP Sales Success:

Breaking out of the sales plateau

Gaidar Magdanurov

President
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#CyberFit

Acronis

- Over ten years of experience working with service providers

- Experience: software engineer, system administrator, evangelist, sales and marketing leader, investment director

- Scientist by education

- Break-fix MSP during the University years

#CyberFit

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President
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Three Key Points

Consistency

Metrics

Focus

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Successful sales process is like an automation script: write it, debug it, run it, and monitor it.

— Gaidar Magdanurov

If you can't measure it, you can't manage it.

— Peter Drucker

Key Performance Indicators — KPIs

Why?

Set directions as part of the plan, and measure what is important for you

How?

A simple dashboard with regular reports — daily, weekly, monthly; depending on a metric

What?

- CAC
- LTV
- Net retention

Customer Acquisition Cost — CAC

What is CAC?

The total amount
of investment required
to acquire a customer

Calculation

- Money AND Time
- Includes deals LOST

Life Time Value — LTV

What is LTV?

The total amount of revenue a client generates while they are a client

Calculation

- A lifetime of a customer in months or years
- Average revenue, including contracts and one-offs

Net Retention

What is Net Retention?

Measures the amount
of increase — or decrease —
in spending by the clients

Calculation

Net Retention of ARR

100%+ is good

Choose the niche that you enjoy, where you can excel and stand a chance of becoming an acknowledged leader.

— Peter Drucker

Tailored Message

Details matter

- Know the acronyms

- Know the market

- Know the vendors

- Understand the pain points

Credentials

It's about trust

- "Trust" is the brand

- Certifications are "trust badges"

- Third-party validation

- Case studies

Tailored Solutions

The perfect fit

- One size does NOT fit all

- Create tailored sets of offerings

- Align offer name of the offering with audience

- Build … then ask/test

Tailored Solutions — Case Study

Doctor's Compliance Plan
Perfect for small offices

- HIPAA-compliant email
- Advanced email security
- Medical desktop/laptop protection
- HIPAA-compliant backup
- Basic ransomware protection
- 8-hour response SLA

Private Practice Plan
Perfect for larger and growing offices

- HIPAA-compliant email
- Advanced email security
- Medical desktop/laptop protection
- HIPAA-compliant backup
- Scanner and printer support
- Advanced ransomware protection
- Disaster recovery
- Long-term patient data storage
- Digital/paper document destruction
- 4-hour resonse SLA

Enterprise Medical Plan
Perfect for multi-location/franchises

- HIPAA-compliant email
- Advanced email security
- Medical desktop/laptop protection
- HIPAA-compliant backup
- Scanner and printer support
- Advanced ransomware protection
- Disaster recovery
- Long-term patient data storage
- Digital/paper document destruction
- Data segragated by location
- Geographic redundancy
- 1-hour response SLA

Marketing and Branding

Stay on brand

- Brand Awareness ≠ Good Brand

- Craft and curate your brand

- Avoid distractions

- Stay aligned

Content is King

Show your expertise

- Useful content on the website

- Social media with tips and tricks

- Articles in local media

Community and Events

Be there

- Business in your backyard

- Be where they already are

- Create networking opportunities

- Ask for references

- Find champions

Expertise Checklist

Required knowledge

- Specialized software
- Business software
- Compliance
- Security
- Data protection

Website

Basic requirements

- Speed

- Familiar navigation

- Useful content

- Action-oriented pages

- SEO

Kick-start a new website with our partner:
http://inita.com/msp

How Likely Are You to Recommend?

Referrals

- The highest ROI

- Net Promoter Score (NPS)

- Make it easy to recommend

- Email, social, offline

- Ask for referrals

- Offer double-sided reward

Content is King, Remember?

Bring it all together

- Articles

- Blogs

- Newsletters

- Social media

- Video

- Reels

Content Distribution

Use and reuse

- Articles, images, videos

- Owned = your site
  or channels

- Earned = picked up
  by others

- Paid = paid by you

A few things that work for MSPs

Marketing without "marketing"

Be Useful

Forums and boards

- The community is out there

- Real people asking real questions

- Give your knowledge away

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Educate

Let them hear you

- Podcasting

- Easier discovery

- Leverage network
  of guests

Be Seen

Offline presence

- Flyers and brochures

- Business cards

- T-shirts

- Logos on cars

- Gifts for customers

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One Last Though...

Knowledge without practice is useless. Practice without knowledge is dangerous.

— Confucius

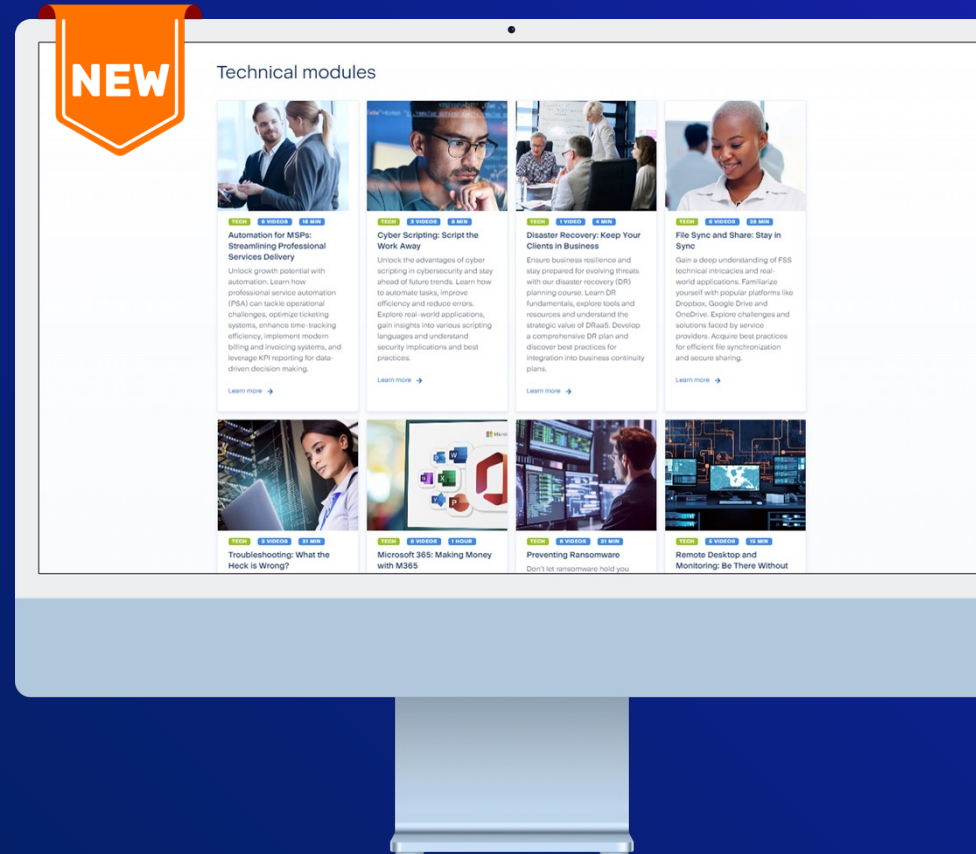# Acronis

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Thank you!