Axcient

MSP Marketing and Sales Tactical Guide

4 Ways to Grow Your Business on a Budget

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Master of Your IT Trade, but Not in Marketing and Sales?

As an MSP, you have the technical knowledge and practical skills to manage your clients' security. IT infrastructure and data; you keep their business running. However, as a business owner, does the constant need to ramp up your marketing and sales efforts keep you awake at night? If it does, this guide is for you. Our goal is to help you grow your MSP as the market continues to grow and marketing and sales techniques evolve.

Get Your Piece of the Growing Managed Services Market Pie

According to Research Dive's Managed Services Market Report, the North American managed services market generated nearly $60 million in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 10.2% by 2027. What that means is MSP marketing and sales strategies can go a long way to help grow your business. Like many small to medium-sized businesses (SMBs), however, MSPs often struggle to make significant impacts with marketing and sales efforts.

As a 100% MSP-only solutions provider, Axcient is dedicated to supporting the channel by addressing these pain points. Despite lean budgets, slim resources, and small marketing teams, MSPs can greatly impact their growth with the right guidance. Whether webinars and in-person events, social media, word-of-mouth, or opportunities with existing clients, there are ways to capitalize on the things you're probably already doing.

61% of channel partners say they plan to reinvest revenue during 2022 to build new sales capabilities, and 45% are making new investments to improve their marketing expertise. How is your MSP remaining competitive in a renewed fight to gain SMB attention?

To support these potential growth levers, Axcient created this guide. Read on for insider tips, tools, and techniques.

In this section:

- Get six tips to use immediately to create a lunch and learn event that delivers ROI.
- Examine the impact of event logistics on attendance while avoiding freeloading "lunch surfers."
- Apply these same tips to virtual events to build your audience without travel expenses.

Part 1: Lunch and Learns, Webinars, and Other Events

Hosting your own webinar or making guest appearances with similarly-focused businesses can expose you and your MSP to new clients. These leads are critical for expanding your business while helping new clients meet today's cybersecurity demands. MSP marketing and sales strategies live on leads, so any chance you have to engage with a potential new client could mean higher profits.

> "Due to the pandemic, MSPs lost clients as a result of business interruptions and closings, and now 62% of MSPs expect to grow primarily from new logos – up from 49% in 2021. At the same time, the Wingman MSP Growth Survey finds that 2 in 5 MSPs express concern that limited time and resources impede their ability to find new business."

The Channelnomics Channel Forecast 2022 report reveals the highest investment priorities for channel partners are making up for sales lost in previous years. Due to the pandemic, MSPs lost clients as a result of business interruptions and closings, and now 62% of MSPs expect to grow primarily from new logos – up from 49% in 2021. At the same time, the Wingman MSP Growth Survey finds that two in five MSPs express concern that limited time and resources impede their ability to find new business. In the same survey, 77% of MSPs say their current workload is at or over capacity.

Sales and marketing are often a pain point for SMBs in any industry, but the widening tech gap and race to acquire tech-savvy sales talent puts a strain on internal resources across departments. So get more bang for your buck, and your effort, by harnessing the talents and knowledge of your team by sharing your insight with external audiences via popular platforms like Zoom or in person at a popular place with great food. The high-touch leads from a webinar or lunch and learn can deliver excellent ROI.

> "Free lunch is a commodity. Free education is priceless."
>
> – Kaitlyn Langer, Senior Marketing Manager at Axcient

6 Tips for Lunch and Learn Lead Gen Success

This style of greet 'em and feed 'em event has been around forever, and it's still a successful tactic – depending on how it's done. Not only is it an effective way to bring in new business, but you can also invite existing clients for cross-selling opportunities, further establish your brand, and increase thought-leadership. Axcient's Senior Marketing Manager, Katlyn Langer, has executed over 1,000 lunch and learns and has six tips for making it a success:

1. **Deliver on Content**
   Tap into your target audience's pain points and challenges and excite them with unique, thought-provoking, evergreen content. Offer SMBs a new solution to an old or emerging issue, a different perspective on a trending topic, or access to insights from subject matter experts.

2. **Utilize Your Network**
   Including guest speakers like product owners and vendors, industry leaders, and channel influencers offers a variety of benefits for everyone involved. Co-presenters bring additional prospects, content, marketing dollars, and thought-leadership that can improve sales strategies and build on your reputation in the channel.

3. **Make Mouths Water**
   The competition for SMB clients is high, and sandwiches in the conference room don't attract an audience like steaks at a fancy restaurant. The most important part of hosting an in person event is getting people to show up. What you put into food and venue will directly impact attendance, the business opportunities you get, and the lasting impression on attendees.

4. **Don't Scrimp on Logistics**
   Everything from the invite and the landing page to the registration fields, event reminders, check-in, and follow-up have an impact on the success of your event. Here are some quick things to consider at every step:

   - **Use an event management tool** to create professional-looking registration pages, customize qualifying information, and manage the event behind the scenes.
   - **Ask qualifying questions during registration** to learn more about your audience and customize sales messages in the future.
   - **Require a meal choice selection** to reinforce the decision to register and show up to the event. If using lunch delivery gift cards, consider digital gift cards that can be used at a variety of restaurants.
   - **Send reminder emails and calls** in the days leading up to the event.
   - **Encourage attendees to bring a colleague** if attendance is low.
   - **Measure everything,** including registrations versus attendance, cost of the event in total, per lead, post-event email engagement metrics, additional meetings, and conversions.

5. **Not Everyone Is Invited**
   The economics of lunch and learns work, but only if you educate and feed the right people. Identify appropriate attendees on the registration page and in promo materials. Also, include a disclaimer stating your discretion to cancel registrations if they do not qualify for the event. Qualifying questions about the type of business, position in the company, region, business value, and budget must be asked during registration.

6. **Keep the Conversation Going**
   Follow-up after the event is enormously important to keep attendees interested, thinking, and talking about the content presented. Your sales team needs to understand what was discussed at the lunch and learn and have a plan for approaching attendees with more value. Phone calls, emails, content distribution, demos, trials, and additional meetings are all part of closing the deal and realizing the ROI on lunch and learns.

How Axcient Is Helping MSP Events

As a 100% MSP-only solution provider, Axcient is dedicated to enabling our MSP partners with more than just best-in-class business continuity and disaster recovery. The Axcient Marketing Portal (AMP) provides partners with unlimited access to various sales and marketing materials to help MSPs grow their business and brand identity. Specifically related to lunch and learns and other events is the opportunity for marketing development funds (MDFs) from Axcient.

Here's how it works… Qualifying MSPs can submit a proposal for MDFs, or additional budget, along with an Axcient product expert or industry leader to maximize in-person events, webinars, presentations, and sponsorship opportunities. Axcient invests in our partners by acting as an extension of their own sales and marketing team. If the MDF is approved, Axcient works with our MSP partner to provide them with the funds and content necessary for a successful event.

Additionally, the AMP provides Axcient partners with brandable assets, customizable email campaigns, social media posts, and detailed marketing analytics. Partners can easily access the AMP any time through their x360 Portal.

In this section, we explore the true value of LinkedIn with a deep dive into business pages, leveraging analytics, and evaluating your current profile.

- **See the top three reasons why MSPs should prioritize their LinkedIn business pages.**
- **Gain a stats-based view of LinkedIn to understand how social media can increase sales.**
- **Answer 5 questions about your MSP business pages and make updates based on your answers.**

Part 2: LinkedIn and Social Media

Your MSP's social media presence is about more than just Likes and Followers; it's a strategy for business growth. When it comes to your business presence on social media, LinkedIn should be a top priority. As the world's largest professional network, LinkedIn is 277% more effective at generating leads than Facebook and Twitter. That said, MSP marketing on social media requires more than it used to. Luckily, there are tried and true ways to maximize brand recognition while gaining attention and engaging with qualified potential new clients.

> “Companies that post just once a week on LinkedIn see a 2x higher engagement rate. Posts can include anything from your latest blog, upcoming events, and company updates to your MSPs take on recent channel news, a survey, or recognition of one of the many silly holidays celebrated on social media.”

Top 3 Reasons For MSPs to Invest Resources in LinkedIn

LinkedIn's professional network allows MSPs to easily connect with colleagues, peers, channel experts, industry leaders, prospective new clients, and potential new hires. It's a hub for business-based interactions that can grow your MSP in various ways. If you're not already putting resources into your free business page, here are four reasons you should take advantage of the opportunity.

1. **Engage Your Community.**
   Let's look at LinkedIn from a numbers perspective to understand who's there and why you should be too. Fifty-eight percent of your MSP peers are on LinkedIn every day. Four out of five people on LinkedIn "drive business decisions." Eighty percent of B2B leads come from LinkedIn, and 40% of B2B marketers say LinkedIn is their most effective channel for driving high-quality leads. Not only are your people on LinkedIn – including peers and prospects – but the platform actually gives you the ability to target audiences by their job rather than just their demographics. This opens the door for lead generation, email marketing campaigns, sales calls, and other sales and marketing strategies that win new clients to grow your bottom line.

   Being amongst industry players also provides insight into your competition, what's trending in the channel, and gives you access to subject matter experts. Immersing your MSP in these conversations will generate content ideas that can be used throughout the sales funnel and establish your MSP as a thought-leader in the channel. Everything from writing blogs and developing collateral that SMBs actually want to read to setting sales teams up for success with competitor battle cards, solutions for the latest pain points, and relevant conversation starters get your MSP closer to signing new clients.

2. **Attract New Talent.**
   The technical skills gap continues to make it difficult for companies to find and recruit technical talent and resources. It's a competitive market, and LinkedIn is a hot spot for promoting career opportunities and snagging the right employees. Forty-nine million people search for jobs each week, 77 job applications are submitted every second, and six people are hired every minute – all on LinkedIn.

   Due to the structure of LinkedIn, user profiles are actually resumes. Not only does that make it easy to qualify applicants for the next round of hiring steps, but it also makes it easy for talent to apply. MSPs can post job opportunities in the 'recent job openings' field of their business page and quickly receive a slew of candidates – all for free and all within the LinkedIn platform. With simplicity, ease, and organization on both sides of the equation, LinkedIn is one of the best ways to support your MSP with a capable team.

3. **Utilize Premium Features.**
   One of the hidden gems of LinkedIn is the ability to sort people in your business network by distance, industry, and seniority. These filters allow you to hone in on specific demographics to find ideal client prospects. For example, if your MSP services the dental industry, you can quickly generate a list of dental practice owners within 25 miles of your office.

   LinkedIn offers Premium tier memberships at affordable monthly rates to expand sales opportunities, find and hire talent, and grow and nurture your network. Depending on which package appeals to your business goals, they range from $59.99 to $119.99 per month. The first month is free, and the membership can be canceled anytime. Consider these affordable options if you want to invest more in your LinkedIn business page to accomplish specific sales and marketing or hiring goals.

Assessing Your Own Page to Make Improvements Across Platforms

If you have a LinkedIn business page and aren't familiar with the contents, take a minute to see what's out there. First, Google search your MSP's name and note of what comes up after your website. Most often, it's a social media page, even if it isn't LinkedIn. The questions below can be applied to any and all of your social media platforms. While this section focuses on LinkedIn, all your profiles impact your digital reputation.

Next, open your LinkedIn business page and answer the following questions as unbiasedly as possible. Of course, there are excuses and explanations for whatever you see – good or bad – but try to view the page as if you do not know the company.

- **What's the immediate feeling you get about the organization?**
- **Does it look like a thriving business? Or one that's barely holding on?**

A common challenge for businesses with tight marketing budgets is that no one is updating social media regularly. A stale page without any recent activity can make prospects wonder if the doors are still open. Thankfully, LinkedIn updates are not too labor-intensive, and you can make a significant impact with just one post a week.

In fact, companies that post just once a week on LinkedIn see a 2x higher engagement rate. Posts can include anything from your latest blog, upcoming events, and company updates to your MSP's take on recent channel news, a survey, or recognition of one of the many silly holidays celebrated on social media. Keep in mind that LinkedIn posts with images get 2x higher engagement and larger images perform even better with a 38% higher click-through rate. LinkedIn recommends that images be 1200 x 627 pixels for blog post links and sharing links in updates.

- **Is the copy in the company profile accurate? Does it match the website?**
- **How about the logo, website address, and contact information? Are those correct?**
- **Do the links send users to their intended destination?**

These components provide a path for prospects to take the next step, learn more about your MSP, and possibly reach out with, or for, an opportunity. Tell your company's story, highlight the services provided, identify key demographics, and include calls-to-action that keep users clicking to learn more. LinkedIn business pages contain sections for 'about me,' product descriptions, recent job openings, events, and videos. Take advantage of every chance to tell users something unique about your MSP.

Establish who you are, what you do, and why it's valuable for clients. Companies with a complete, active LinkedIn page see 5x more page views and get 7x more impressions per follower, plus 11x more clicks per follower. All those views and clicks enhance brand awareness and could lead to your next new client.

How Axcient Is Helping MSPs on Social Media

We created the Axcient Marketing Portal (AMP) and give our MSP partners unlimited access to various sales and marketing resources. As part of the brandable assets, customizable email campaigns, detailed marketing analytics, and marketing development funds (MDFs) available to Axcient partners, we also supply done-for-you social media posts. Partners can update, brand, and customize posts for use on various platforms to create streamlined social media marketing campaigns.

In this section:

- **Create an ongoing referral program with three simple steps.**
- **Learn how to turn referrals into promoters for new business.**
- **Amplify your clients' voices across your digital footprint to target verticals, customize sales calls, and overall boost profits.**

Part 3: Referrals and Testimonials

Eighty-two percent of SMB owners say referrals are their primary source of new business. Learn how to leverage the power of happy referring clients to both gain new leads, and support your content marketing and sales strategies with glowing testimonials.

The channel is unique in that MSPs are generally a tight-knit community. People are ready and willing to share their experiences juggling tech stack complexity, ransomware recovery, and the solutions and vendors they love. Similarly, SMBs within specific verticals or regions are happy to share their experiences, which can be a bonus for MSPs. Consumers of all types are more likely to follow up on a positive referral from a friend, but if you're not set up to foster that lead, it could be for nothing.

The most important thing about sales, marketing, and how you do business is how you make people feel. One satisfied client can quickly turn into more, but these word-of-mouth recommendations can fall by the wayside without an easy way to refer their peers. Maximize the trust, relationship, and results you've already achieved with existing clients to grow new opportunities.

Let's examine ways to maximize the trust, relationship, and results you've already achieved with existing clients to grow new opportunities.

> "86% of B2B companies with a structured referral program in place experience more revenue growth, and 71% report higher conversion rates. Yet, only 30% of B2B companies have some sort of formal referral program in place."
>
> – Influitive & Heinz Marketing

The Best Thing About a Referral Could Be the Referrer

Simply put, a referral is one person recommending something to another person. However, a referral can be the start of so much more in sales and marketing. Not only do client referrals give your sales team a lead to follow up on, but it identifies a happy client – and that can be more valuable than the lead. What could be better than a client who is naturally singing your praises to colleagues and peers? They are essentially acting as an extension of your sales and marketing team, and that's an experience you will want to share everywhere. More on maximizing referrers later…

3 Steps to Creating an Ongoing Referral Program

Focusing on referrals as a central component to driving new business does require some initial time and effort. However, it can be a great set-it-and-forget-it (ish) lead generation tool for MSPs with limited sales and marketing teams. Utilize these three easy steps to build a basic referral program and customize, optimize, and adjust based on how your clients respond.

> 86% of B2B companies with a structured referral program in place experience more revenue growth, and 71% report higher conversion rates. Yet, only 30% of B2B companies have some sort of formal referral program in place."

What Should My Referral Program Look Like?

A true 'crock-pot' inspired method for cooking up fresh referrals and identifying your loudest promoters is to establish an ongoing referral program. A referral program allows existing clients to recommend your services to similar businesses. It takes a word-of-mouth recommendation to the next stage by formalizing an introduction between your MSP and a prospective SMB. This requires your clients' action, so you need an incentive and an easy process. Also critical to a fruitful program is your follow-up strategy.

1. **Name Your Reward – What will clients get for making a referral?**

   The obvious first choice is a cash card, Amazon gift card, or something similar. The amount you choose should be based on your average cost per lead. How much is a lead worth to your MSP? $5? $25? $50? That's up to your MSP to decide but consider that it's just a lead. It's not necessarily a qualified lead, but it's also not a cold lead. If cash doesn't feel comfortable, consider swag, a gift basket, or lunch for the office. Whatever it is, it needs to be attractive to your clients.

   Some businesses sweeten the offer for warmer leads with a bigger payout based on the prospect of becoming a client. Once the deal is sealed, maybe your referring client gets a discount on their next bill, a larger cash payout, or marketing development funds (MDFs). The incentive needs to pique clients' interest enough that they're willing to make the referral but not so much that you're losing money if the referral doesn't go anywhere.

2. **Provide an Easy Process – How will clients make the referral?**

   At a minimum, you need a dedicated web page with form fields to capture both the referring client's contact information and the referral's contact information. Include additional fields like the prospect's role, the name of the business, the size of the company, and the industry or vertical they serve to gain qualifying information. You can also take advantage of your client's willingness to participate in the referral program and ask an additional question about why they're making a referral. For example, what makes them think their referral is a good fit for the MSP?

   With that said, be cautious about how much you're asking of your clients. The length and depth of your referral form should reflect the incentive provided. It's a delicate balance between asking enough that the lead is valuable and asking so much that the process becomes time-consuming and off-putting to clients

Axcient's Partner Referral Program >>

3. **Follow-Up – Who, how, and when will when you reach out?**

   The other half of a rolling referral program, and perhaps the most important, is the process for following up with referrals. Assuming your referral program is regularly collecting leads – and it should be via client outreach in email campaigns, business reviews, contact with account representatives, social media posts, and website prompts – an automated alert system for new referral submissions is ideal. Identify a capable sales team member to reach out to these leads within a day or two of receiving the referral.

   You want to engage your new lead as soon as possible to show that your MSP is responsive, helpful, informative, and can serve a valuable role in their business outcomes. Create a referral-specific outreach campaign using phone calls, emails, LinkedIn connections, and InMail to introduce them to your MSP and start the conversation. Even if they don't respond immediately, you've gained a new lead to market to in the future.

   Don't forget about your referring clients! The last thing you want to do is upset an existing happy client by failing to deliver on your promise. Whatever incentive was identified as the hook for your referral program needs to be fulfilled. Again, automation is a huge help in streamlining a complete referral program without anything slipping through the cracks. Communicate quickly to thank them for the referral, set expectations for when and how they will receive their reward, encourage future referrals, and keep the conversation going…

Turning Referrers Into Promoters For New Business

When a client recommends your MSP, that client serves as a first-hand testimonial of the value of your business. Now that you know a client has had a positive experience with your MSP, it's in your best interest to learn more. You need to reach out to your referring clients to provide their incentive, so why not use the opportunity to open the conversation?

Initially, find out what motivated your client to make the referral and build from there. Was it a specific product, service, level of support, or business outcome? Is there anything about their business that speaks to your target audience? Maybe their size, vertical, use case, or goals? Depending on what you discover, they might be the perfect spokesperson to highlight in a testimonial.

A testimonial can be as short as a couple of sentences written or spoken or as involved as an in-depth exploration of your client's complete journey. Regardless of how willing they are to engage, ensure the exchange is reciprocal. Maintaining a positive relationship with clients is more important than expanding five-star reviews or enhancing your website. Keep the incentives coming and build on the partnership.

Thanks to the internet and digital marketing, there are various ways to broadcast testimonials and let your clients do the talking for you. Here are just some of the ways you can make the most of a client's praises:

- **Video interviews**
- **Featured blogs**
- **Podcast guests**
- **Sound bites**
- **Case studies**
- **Survey results**
- **Social media image posts**
- **Email campaigns**
- **Website callouts**
- **Review websites**

> "The top two channels for customer research are online reviews at 55% and company websites at 47%."
>
> – The Truth About Online Consumers by KPMG

In this section:

- **Discover the win-win-win results of bundling services and solutions for built-in upsells.**
- **Use quarterly business reviews (QBRs) for cross-selling without making clients feel pressured.**
- **Structure initial client meetings and QBRs with four key components for ethical upsell and cross-sell strategies.**

Part 4: Upsells and Cross-Sells

Upselling is offering existing clients a higher-value solution, package, or more services at the time they buy into your MSP. Cross-selling is when you offer existing clients new solutions, packages, or services based on their current sales. Both techniques are relatively easy to implement as an MSP marketing strategy to increase monthly recurring revenue (MRR) and profitability. As you'll see throughout this section, statistics show that upselling and cross-selling can be pretty effective.

> “ Existing customers are 50% more likely to try new products and spend 31% more, on average, compared to new customers.”
>
> – Forbes

You're Not Selling; You're Protecting.

In today's cybersecurity landscape, MSPs are up against sophisticated, calculated, and frequent attacks on both their SMB clients and their MSP. Yet, despite these realities, well-intentioned MSPs wanting to satisfy the budgets of all potential clients present some security measures as optional. Sure, tiered features can attract budget-conscious clients and introduce opportunities for upselling, but it also allows clients to forgo business-critical protections.

Clients operating without comprehensive business continuity and disaster recovery (BCDR) solutions jeopardize their business, end-users, and MSP. Growing state regulations and the court of public opinion hold service providers responsible for data breaches. As an authority on cybersecurity resilience, it's an MSPs job to provide the appropriate layered security approach required for withstanding today's attacks. When an MSP's client suffers a data loss incident, service providers face more than just recovery. Fines and penalties are one thing, but a public record of a breach under your watch is another. Avoid damage to your reputation and ability to compete in the market with a security-first approach to all client interactions – even in sales and marketing.

The Win-Win-Win Strategy of Built-In Upselling

Bundling the protections your clients need is an efficient MSP marketing tactic to seal the deal. It will be a no-brainer for clients who understand the seriousness of data loss. Education is essential for clients with budget concerns or people who may think you're just trying to make more money. Many MSPs refuse to take on clients unwilling to accept their standard package of data protection services. Others may allow clients to pick and choose but require those clients to sign an acknowledgment of the education you've provided and a waiver of liability in the event of a data loss event. Signing on to take responsibility in the event of an incident will often jolt clients into agreeing to your package.

> “ Acquiring a new customer can cost 5x more than retaining an existing customer.”

Gaining new clients is more expensive and requires more effort than retaining existing ones. For that reason, it's best to build on your new client's interest in the services you provide during your partnership's initial stages. This is the best time to sell clients on your bundle if you do not require it as part of your contract. By bundling data security, MSP sales teams get a built-in upsell that generates a mutually beneficial win-win-win scenario:

1. **Clients win with uninterrupted business continuity and data availability to withstand any data loss event –human error, cyberattack, or natural disaster.**
2. **MSPs win knowing that they can recover their clients' data in the likely event it is lost, breached, destroyed, or otherwise compromised.**
3. **MSPs win again with a higher MRR per client, contributing to margin, revenue, and profit growth.**

Quarterly Business Reviews for Relationship Building, Retention, and Revenue

Central to sales and marketing in the channel is the relationship between MSPs and their SMB clients. Quarterly business reviews (QBRs) are vital to reinforcing that relationship that can fall victim to out of sight and out of mind. Without any data loss events to recover from, businesses can forget about the value they're receiving from their backup vendors. BCDR solutions only get to shine when a data loss event occurs. Outside of that, many SMBs won't check-in. They just want their business to run, and they're happy as long as that's happening.

QBRs provide a regular intersection point between MSPs and their clients outside of a disaster situation. So it's a time to…

- **Remind clients of your services and authority in cybersecurity**
- **Provide updates on their backup health and capabilities**
- **Revisit recovery features**
- **Complete disaster recovery testing**
- **Participate in incident response planning**
- **Introduce new product launches and upgrades**

All of this value contributes to client retention, which is vital for an MSPs' bottom line. Increasing customer retention rates by just 5% can increase profits by 25% to 95%. And since retaining existing customers is cheaper and easier than acquiring new clients, it's in an MSPs best interest to foster these relationships regularly.

> “ Increasing customer retention rates by just 5% can increase profits by 25% to 95%.”

4 Ways to Maximize Upsell and Cross-Sell Opportunities

Whether you're signing a new client or meeting with an existing client during a QBR, that face-to-face (or screen-to-screen) interaction is a huge opportunity to generate new sales. Employ these four strategies for upselling and cross-selling your clients while maintaining a security-first approach as the focus of client conversations.

1. **Provide an update on the cybersecurity landscape.**

   Clients look to their MSPs as guides for navigating the changing threats in today's cyber world. Be prepared to educate on the latest threats, recent breaches to be aware of, potential loopholes in their stack, new features or services to maintain a layered security approach, and changing trends in the channel. The information will help clients justify the necessity of new security features and services and pass that information along to their own end users.

2. **Put on your business consultant hat.**

   As you're reviewing the previous quarter in a QBR or getting to know a new client, do it with a broad perspective. Get to know your clients' business goals, budget, immediate needs, desires, structure, path to decision making, and end-users. Gaining a deep and dynamic understanding of clients enables MSPs to suggest the right solutions, tools, products, and services that best fit the business. Then, tie that information with the value of your managed services to show your investment in their success, build rapport, and foster a long-term relationship.

3. **Help with budget forecasting.**

   Expand conversations outside the past and present, and look to the future. What are clients planning in the next six months to a year that might impact their managed services? Things like team growth, workspace environments, device infrastructure, and target verticals influence BCDR and maintaining productivity. Assist clients in preparing for these structural and financial changes to get maximum functionality and protection within their budget.

4. **Ask for referrals.**

   The channel is a tight-knit group of professionals who rely on one another more than most industries. Utilize this time to remind existing clients or introduce new clients to your MSP's referral program. It should be incentivized so clients benefit from passing along your good name. After the meeting, include a link to your referral program in follow-up communications for easy access. This is a great way to gain new leads with a built-in conversation starter for sales reps.

> "77% of customers said they would recommend a brand to a friend after a single positive experience."

Go Forth, Sell, and Market!

This four-part guide, designed specifically for MSPs, is a jumping-off point to seeing returns on your marketing and sales efforts. You don't need a big marketing team or a swarm of cold callers to gain new clients and increase revenue. Sure, those things help, but you can still do big things with a small team. So keep this guide handy to refer to it and see how you can significantly impact your growth without overextending your team.

For more MSP marketing and sales support, channel updates, and expert insights:

Subscribe to the Axcient blog. To see how Axcient is helping MSPs Protect Everything™ with just one solution, schedule a demo or start your free 14-day trial.

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ABOUT AXCIENT:

Axcient is an award-winning leader in business continuity and disaster recovery for Managed Service Providers (MSPs). Axcient x360 provides one platform for MSPs to Protect Everything™, and includes BCDR, Microsoft 365 and Google Workspace backup, and secure sync and share. Trusted by more than 3,000 MSP partners worldwide, Axcient protects business data and continuity in the event of security breaches, human error, and natural disasters.

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