

**How Any Small MSP Can Blow Past  
\$1 Million In Profitable Revenue**

# **The Million-Dollar MSP Blueprint**

**Presented By:**

**Robin Robins, CEO and Founder**

**[www.TechnologyMarketingToolkit.com](http://www.TechnologyMarketingToolkit.com)**

If you're not already registered for this free, live online event go to: **[www.MSPgrowthEvent.com](http://www.MSPgrowthEvent.com)**



# Who Is Robin Robins?



- Since 2001, over **10,000 MSPs, VARs and IT services CEOs** have enrolled in one or more of our services, events and memberships.
- By any measure (clients, revenue, retention, etc.), we've built the **largest and most successful marketing consulting firm** in the MSP industry.
- We currently run the **largest MSP peer group in the IT industry**, with 1,500+ MSP members and growing.
- I'm the CEO of *MSP Success Magazine* with a reach of **45,000+ MSPs**.
- **Bottom Line**: TMT has more documented client success stories than any other marketing consultant in this industry, period.



# What's Your Vision?

# What Are You Building?



## T.E.C.H. With Helpers

(Tedious, Exhausting,  
Chaotic, Hard)

The primary motivation is to NOT have a boss. No plans for building the business, stepping out of the tech work or building enterprise value.

## R.E.A.L. Entrepreneur

(Rewarding, Easy,  
Attractive, Lucrative)

The primary motivation is to build a lucrative, thriving business to achieve true financial freedom.

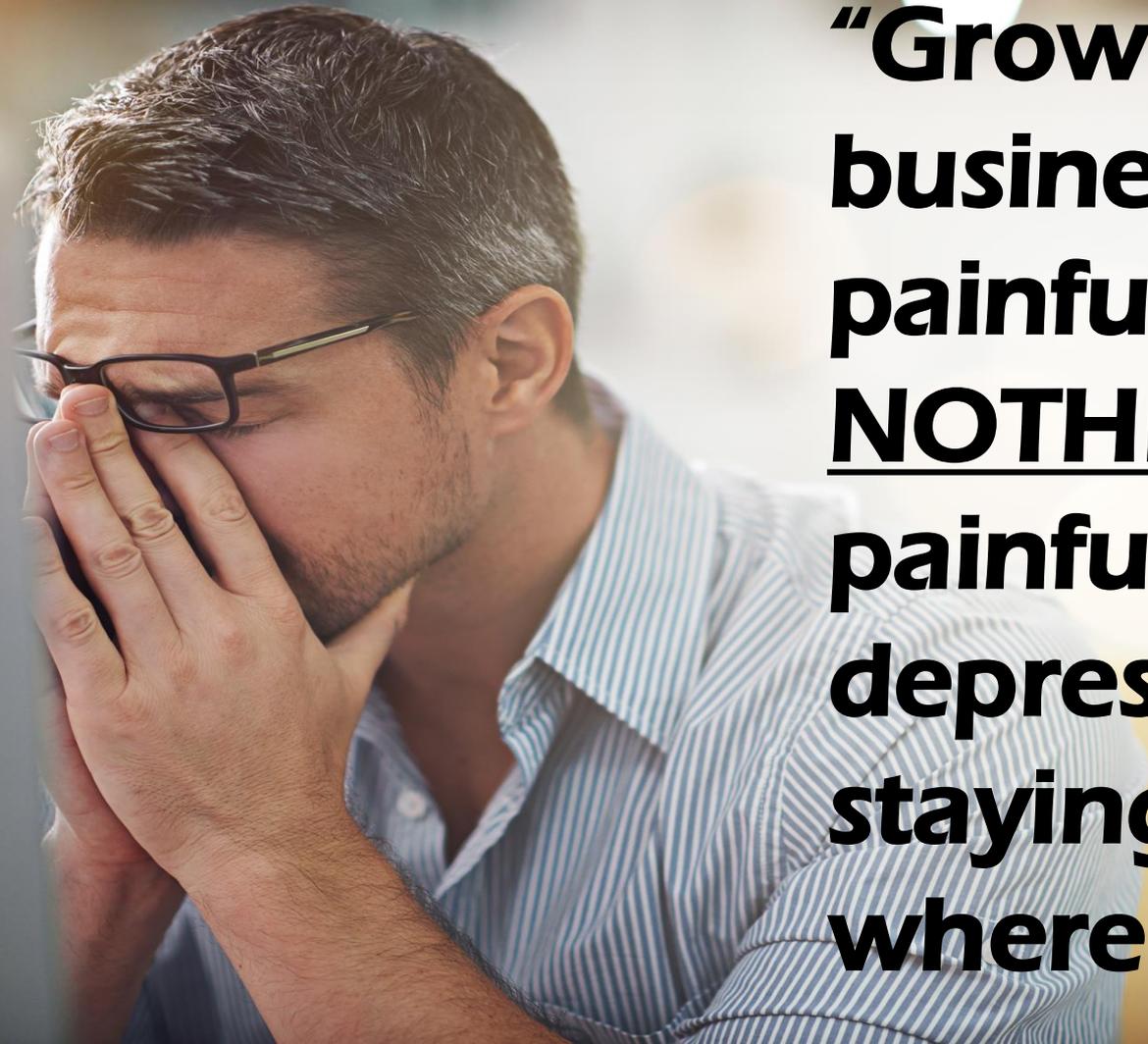


# Our Mission Is To Help MSPs Become **Multimillionaires!**



# Why Grow?





**“Growth in  
business IS  
painful. But  
NOTHING is as  
painful or as  
depressing as  
staying stuck  
where you are.”**

# Why Grow?

- To secure \_\_\_\_\_ clients (selection and ascension)
- Attract and retain \_\_\_\_\_
- Frees you from having to do it all so you can TAKE A VACATION!
- Financial \_\_\_\_\_ and \_\_\_\_\_
- Higher \_\_\_\_\_ upon \_\_\_\_\_ / \_\_\_\_\_



# Not Growth By ANY Means

- Fewer but more \_\_\_\_\_
- Recurring, \_\_\_\_\_ services (not transactions)
- Ability to \_\_\_\_\_ (“canned” vs. custom)





Don't Let Your  
Scrappiness Turn  
Your Business Into A  
**SCRAP HEAP**

# At A Minimum, Your MSP Should:

- Have enough \_\_\_\_\_ to cover your “nut” (100% of your operating expenses and salaries).
- Be \_\_\_\_\_ so that the technical work doesn't depend on you to do it.
- Have at least \_\_\_% to \_\_\_% YOY growth (less means you're falling behind standard industry growth) and \_\_\_\_\_ after a fair market salary.
- Provide your most productive and critical employees upward career growth and earning potential \_\_\_\_\_.
- Have diversified revenue streams so that no one client represents more than \_\_\_% of your total revenue.

# Your Business Should Also Enable You To:

- Be \_\_\_\_\_, including your house, car, credit cards, etc.
- Have at least \_\_\_\_\_ saved.
- Have at least \_\_\_\_\_ saved.
- Provide basic financial \_\_\_\_\_ upon retirement.

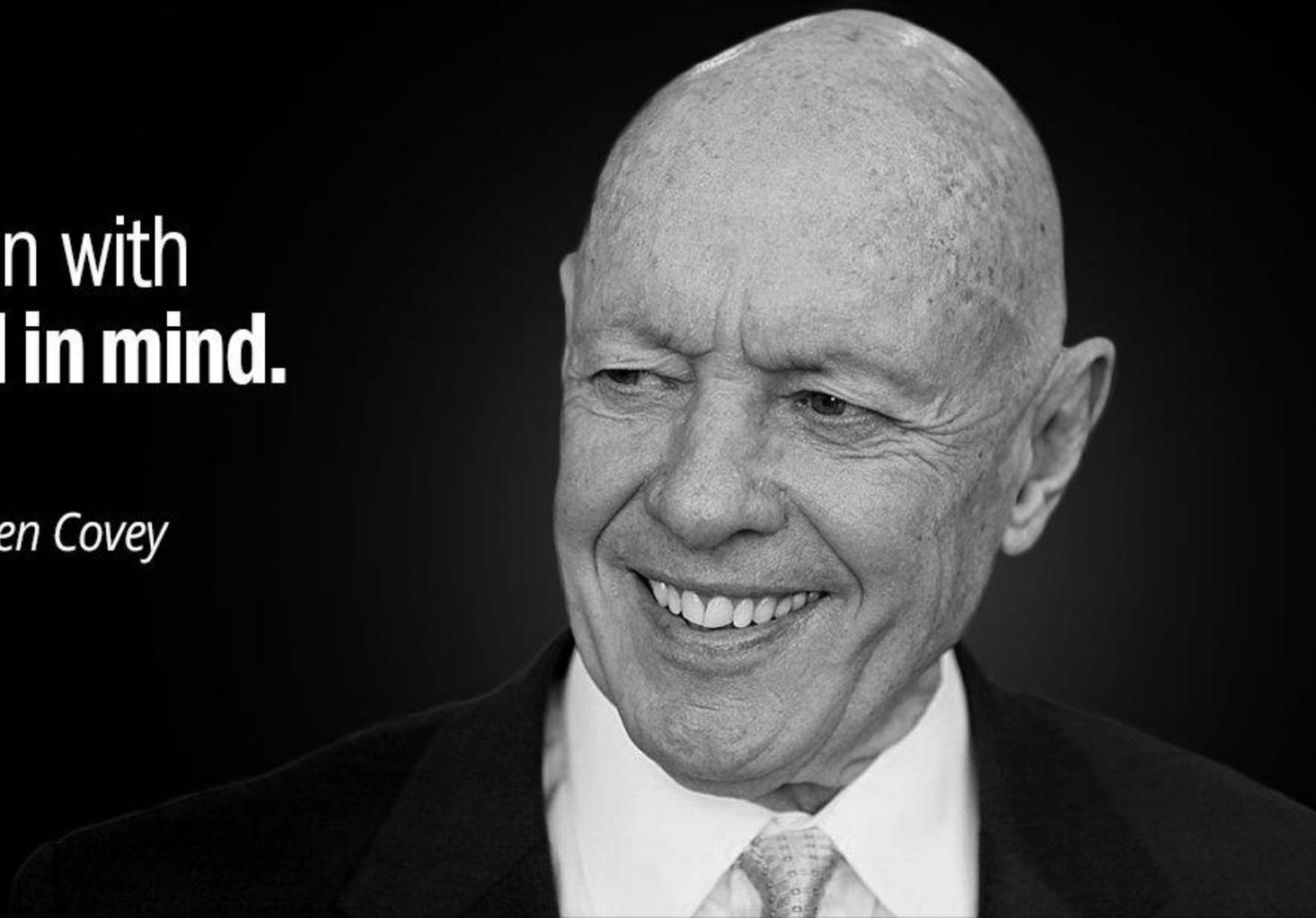
# The “Rule Of 25”

The “Rule Of 25” allows you to estimate how much money you’ll need in cash and other income-producing assets (stocks, bonds, rental properties that YOU aren’t living in, etc.) to get through \_\_\_\_\_ of retirement.

- To calculate, multiply your \_\_\_\_\_ x 25
- Example: \$ \_\_\_\_\_ X \_\_\_\_\_ = \$ \_\_\_\_\_
- Divide that by \_\_\_\_ (estimating income taxes of 24%) = \$ \_\_\_\_\_
- This doesn’t take into consideration high inflation and other life emergencies, such as medical, long-term nursing care for you or your family, leaving money to your children, etc., so get with a CFP!

Begin with  
the **end in mind.**

— *Stephen Covey*



# Profitability Guidelines

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<b>Revenue</b>			<b>100%</b>
<b>- COGs</b>	(Cost Of Goods = Tools + Direct Labor)	-	___%
<b>- SG&amp;A</b>	(Selling, General & Admin Expense)	-	___%
<b>= Profit</b>	(EBITDA)	=	___%

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# Profitability Examples

	Goal	“Best In Class” MSPs	The Avg. MSP	Bottom 28% Of MSPs
Revenue				
- COGs	___%	___%	___%	___%
- SG&A	___%	___%	___%	___%
= Profit	___%	___%	___%	___%

# What Does \$1 Million @ 18% Net Look Like?

\$\_\_\_\_\_ ARR (\_\_\_%), \$\_\_\_\_\_ Hardware & Projects (\_\_\_%)

- This Is \$58,334 MRR, Or Monthly Recurring Revenue

## Number Of Clients Needed, Based On Average MRR

- 23 Clients @ \$2,500 Per Month
- 30 Clients @ \$1,945 Per Month
- 40 Clients @ \$1,459 Per Month
- 50 Clients @ \$1,167 Per Month
- 60 Clients @ \$973 Per Month

*NOTE: Average MRR For Our Members Is \$\_\_\_\_\_ Per Month*

## Your Salary At \$1 Million Topline:

- \$\_\_\_\_\_ Salary
- \_\_\_% EBITDA or \$\_\_\_\_\_ (Dividend)
- Your Total Income: \$\_\_\_\_\_

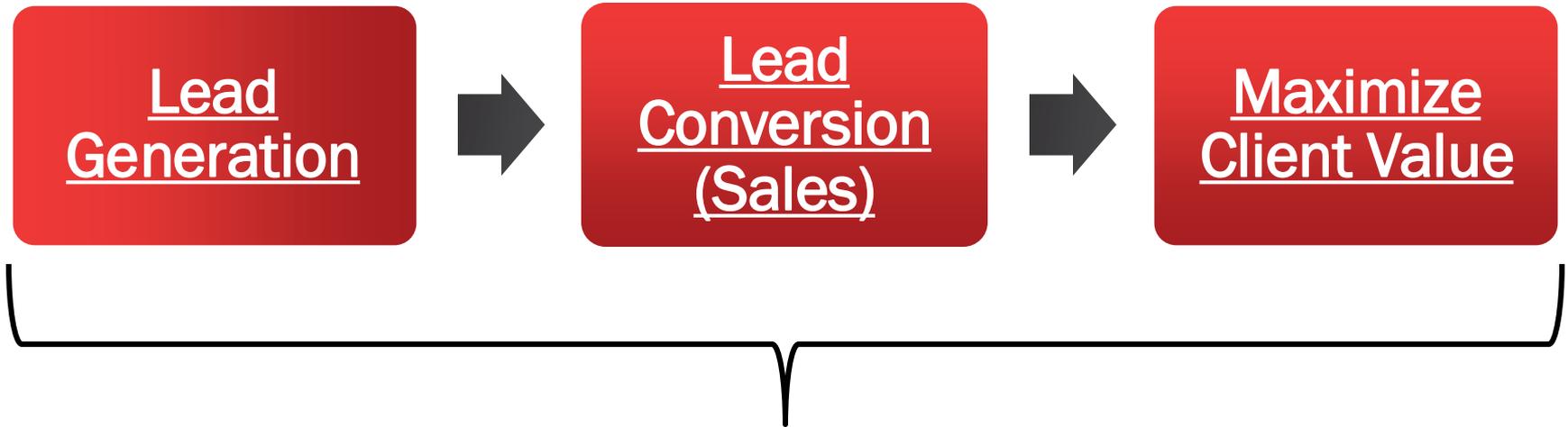
# Power Of Changing **ONE** Key Metric

Customers	Users	Per Seat	MRR	Revenue	Profit (20%)	Multiple	EV
150	25	\$22	\$555	\$1M	\$200K	—	\$ _____
150	25	\$67	\$1,666	\$3M	\$600K	—	\$ _____
150	25	\$111	\$2,777	\$5M	\$1M	—	\$ _____
150	25	\$178	\$4,444	\$8M	\$1.6M	—	\$ _____
150	25	\$222	\$5,555	\$10M	\$2M	—	\$ _____



# 3 Critical Functions That Will Drive Your MSP To The **\$1 Million Mark** And Beyond

# The 3 Critical Functions To Increase Sales And Profits In Your MSP



TMT's Unique Approach To Growth



# How To Turn A **10% Increase** Into A **56% Gain**

Lead Generation & Client Attraction	Lead Conversion (Sales)	Maximizing Client Revenue/Profits	Total:
Increase In Dollars:			

# Let's Not Forget...

- You get a MASSIVE increase in profitability
- A much lower cost for NCA (New Client Acquisition)
- A much lower RAC (Revenue Acquisition Cost)
- More referrals
- 3+ years of recurring revenue
- Growth of MRR with additional projects, users and services
- A much higher EV (Enterprise Value) for your business

# The Biggest Marketing Mistake All MSPs Make

Lead Generation	Lead Conversion (Sales)	Maximizing Client Value
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>• Proper Positioning (C.A.T.)</li><li>• E.D.R. Marketing</li><li>• Strategic Targeting</li><li>• Multimedia Sequencing</li><li>• Market, Message, Media, Math</li></ul> <p><b>Short List Of Tactics:</b></p> <ul style="list-style-type: none"><li>• Strategic Partners (JVs)</li><li>• Referrals, Networking</li><li>• SEO &amp; Websites</li><li>• Phone Prospecting</li><li>• Social Media</li><li>• Paid Digital Ads</li><li>• Public Speaking</li><li>• Trade Shows &amp; Events</li><li>• Publishing Content</li></ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>• List Development</li><li>• No-Fail Follow-Up</li><li>• USP &amp; Differentiation</li><li>• Omnipresence</li><li>• Selling On Value</li><li>• Drip Marketing Systems</li></ul> <p><b>Short List Of Tactics:</b></p> <ul style="list-style-type: none"><li>• Lead Capture</li><li>• CRM &amp; Automation</li><li>• Live Phone Answer</li><li>• 100% Lead Capture</li><li>• Shock-And-Awe Box</li><li>• Sales Scripts &amp; Playbooks</li><li>• Professionalize The Sales Dept.</li><li>• Testimonials &amp; Reviews</li><li>• Blogs, Newsletters</li><li>• Webinars, Events</li></ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>• Recurring Revenue (MRR)</li><li>• Premium Pricing</li><li>• Client Development (HVCs)</li><li>• Retention, Ascension</li><li>• Cross-Sell</li><li>• Toll Position Income</li></ul> <p><b>Short List Of Tactics:</b></p> <ul style="list-style-type: none"><li>• Break-Fix To Managed</li><li>• Strategic MSA, SOWs</li><li>• Proper Account Management</li><li>• QBRs, Budgets, IT Roadmap</li><li>• Regular Price Increases</li><li>• Referral Campaigns</li><li>• Case Studies, Testimonials</li><li>• Client Appreciation</li><li>• What's NEXT? What ELSE?</li></ul>

They \_\_\_\_\_ they should JUST focus on lead generation, yet...

- They are \_\_\_\_\_ unprepared for properly handling inbound leads.
- They lack critical marketing assets required to maximize lead conversion (a good website, social proof, a CRM, a SALES PROCESS, etc.).
- They are often underpriced and therefore would only make their situation worse by getting more new clients.
- Their service offering is inadequate and not competitive.

# The 3 Critical Functions To Increase Sales And Profits In Your MSP



# Let's Look At How To \_\_\_\_\_



# 8 Ways To Increase Client Value:

- \_\_\_\_\_ pricing/service to ensure 65%+ service gross margin
- \_\_\_\_\_ revenue
- \_\_\_\_\_ contracts
- QBRs and professional \_\_\_\_\_
- \_\_\_\_\_ other services and solutions
- An agreed-upon \_\_\_\_\_ and \_\_\_\_\_
- A process and campaigns for fueling \_\_\_\_\_
- Using your clients as \_\_\_\_\_ and in \_\_\_\_\_



**The #1 Most Important  
Place To \_\_\_\_\_ Is With  
How You Package And  
Price Your Service  
Offering**

# If You Want Your MSP To Grow, Your Service Offering **MUST** Be 3 Things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# VP Of Client Coaching: Will Nobles, Vector Choice



- Owner of Vector Choice, an \$18M MSP with 9 locations that he grew WITHOUT selling to private equity.
- He's our head coach on how to package, price and position your managed services offering for maximum profitability.
- He's also lead coach on scaling your operations and hiring a team to run your MSP.





# Senior Client Coach:

## Mike Bazar,

### Formerly Bazar Solutions

- Producers Club member and 2021 Better-Your-Best winner.
- Was a \$4.5M, organically grown MSP and has since merged with Vector Choice.
- He's our lead coach on marketing, sales and firing yourself as a tech.





# Pop Quiz

Which Of These Managed Services Fees Are \_\_\_\_\_?

- \$75 Per Seat
- \$255 Per Seat
- \$450 Per Seat



**The Right Answer:**

**We All Have \_\_\_\_\_.**

# If You Want Your MSP To Grow, Your Service Offering **MUST** Be 3 Things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# If You Want Your MSP To Grow, Your Service Offering **MUST** Be 3 Things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# How To Make It \_\_\_\_\_

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- STOP selling “\_\_\_\_\_.”
- STOP doing \_\_\_\_\_ as your normal service offering and sell managed services on a minimum \_\_\_\_\_.
- \_\_\_\_\_ your tech stack and work toward getting all clients to align over quarterly projects.
- Have \_\_\_\_\_ primary managed services offering with an advanced \_\_\_\_\_ upgrade option.



# Here's An Example

YOUR COMPANY NAME 20XX Managed Services Comparison			
ALL PRICING IS FOR EXAMPLE PURPOSES ONLY -- YOU MUST CALCULATE YOUR TRUE COSTS BEFORE PRICING			
STEP 1			
Support	Break-Fix (Reactive)	Basic (Monitoring)	Standard (Proactive)
<b>Guarantees</b>			
Information Privacy	-	✓	✓
Meet Service Level Expectations	-	✓	✓
100% Satisfaction Guarantee	-	✓	✓
30-Day Money-Back Guarantee	-	-	✓
On-site, On-time Guarantee	-	-	✓
<b>Support</b>			
<b>Remote Support</b> Monday - Friday, 8:00 a.m. - 5:00 p.m. Local Time	\$45 Per 15 Minutes	\$40 Per 15 Minutes	✓
<b>On-Site Support</b> Monday - Friday, 8:00 a.m. - 5:00 p.m. Local Time	\$185 Per Hour, 2-Hour Minimum + Trip Fee	\$150 Per Hour, 2-Hour Minimum + Trip Fee	\$150 Per Hour, 1-Hour Minimum + Trip Fee
<b>After Hours &amp; Weekend Support</b>	On-Site: \$250 Per Hour 4-Hour Minimum + Trip Fee Remote: \$60 Per 15 Minutes	On-Site: \$225 Per Hour 4-Hour Minimum + Trip Fee Remote: \$55 Per 15 Minutes	On-Site: \$200 Per Hour 2-Hour Minimum + Trip Fee Remote: \$50 Per 15 Minutes
<b>Holiday Support</b>	N/A	On-Site: \$300 Per Hour 8-Hour Minimum + Trip Fee Remote: \$75 Per 15 Minutes 2-Hour Minimum	On-Site: \$300 Per Hour 4-Hour Minimum + Trip Fee Remote: \$75 Per 15 Minutes 1-Hour Minimum
Emergency Remote Response Time	4 Hours Or Less	1 Hour Or Less	30 Minutes Or Less
Emergency On-Site Response Time	As Available	As Available	Same Calendar Day



# If You Want Your MSP To Grow, Your Service Offering **MUST** Be 3 Things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# Blended Profit Targets:

	Outstanding	Target	Average	Bad
<b>Revenue</b>				
<b>- COGs</b>	<b>&gt;45%</b>	<b>55%</b>	<b>60%</b>	<b>65%</b>
<b>- SG&amp;A</b>	<b>&gt;25%</b>	<b>27%</b>	<b>32%</b>	<b>35%</b>
<b>= Profit</b>	<b>30%</b>	<b>18%</b>	<b>8%</b>	<b>0%</b>

Important: \_\_\_\_\_ Margin Should Be 65%

# P&L Structure

## + Revenue

Recurring Service	Managed Services	Highest EV
Recurring Product	M365, Azure	Med/High Value
Non-Recurring Service	Projects/Professional Services	Med/High Value
Non-Recurring Product	PC, Servers, Networking Equipment	Lowest EV

## - COGs

Service (Direct Labor)	All Service Labor, Loaded	Largest Expense!!!
Tools	RMM, Backup, IT Glue, SEIM, SOC	Automation vs Death by Tool
Recurring Product	M365, Azure, Duo, HaaS	Shop and compare
Non-Recurring Product	PC, Servers, Firewall	Register Deals, Buy in Bulk

## - SG&A

Sales	Salary, Bonus, Commissions	BIC Spend @ 5% Of Gross
Marketing	Staff, Tools, Printing, Ad Spend, Etc.	BIC Spend @ 7% Of Gross
Admin	Leaders, Admin, Rent, Insurance	Minimize!!!

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**= Profit**

# Why Most MSPs Get Paid \_\_\_\_\_ Than They Could

- No tracking of \_\_\_\_\_ to an account, a project or a service agreement.
- Ignorance (or outright stupidity) about \_\_\_\_\_.
- Copying \_\_\_\_\_ (remember, 79% of MSPs never break \$1 million).
- Selling to \_\_\_\_\_ (poor targeting of \_\_\_\_\_).
- Fear of \_\_\_\_\_.
- Giving services \_\_\_\_\_ by not tracking billable projects and hours.
- Predetermined belief about “\_\_\_\_\_.”
- ZERO \_\_\_\_\_.
- No \_\_\_\_\_ from competition.

# How To Ensure You're \_\_\_\_\_

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- Learn how to calculate \_\_\_\_\_ by client and project, then make adjustments in pricing, service delivery or utilization to hit those targets.
- Charge sufficiently to make no less than \_\_\_\_ gross margin (\_\_\_\_\_) on the services (\$\_\_\_\_ per seat range).
- Have clearly defined edges to your service offering; STOP SAYING and thinking, “ \_\_\_\_\_!”
- Make sure your tools aren't more than \_\_\_\_ of the total costs of your \_\_\_\_\_ (labor should be no more than \_\_\_\_\_).
- Automate your \_\_\_\_\_ (auto draft or credit card) and properly bill for everything you do and deliver.

# If You Want Your MSP To Grow, Your Service Offering **MUST** Be 3 Things:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# How To Make It Competitive

- “Competitive” doesn’t mean “\_\_\_\_\_.” *Also remember, there’s NO POWER in being \_\_\_\_\_.*
- Don’t \_\_\_\_\_ your customers to feed your ego and say you charge \$\_\_\_\_\_ to \$\_\_\_\_\_ per seat. Per-seat price is one metric but cannot be evaluated as “good” or “bad” unless we know what you’re offering.
- Offer \_\_\_\_\_ services; a growing number of businesses must have this for insurance purposes and regulatory compliance.

# What Does “Per Seat” Price Mean?

It does NOT mean per user or per computer. It's the total managed service invoice divided by the number of users.

- Example :
  - ✓ 1 Site Cost: \$\_\_\_\_\_
  - ✓ \_\_\_ Computers/Users Cost: \$\_\_\_ Per Computer (Total = \$\_\_\_\_\_)
  - ✓ 1 Server Cost: \$\_\_\_\_\_
  - ✓ Monthly Invoice: \$\_\_\_\_\_ / \_\_\_\_\_ Employees
  - ✓ **Per Seat Price: \$\_\_\_\_\_**

# Introducing...

## Charles Swihart, Preactive IT



- Owner of Preactive IT, an MSP based out of Richmond, TX.
- Started out with 981 cheap break-fix clients that were running him ragged.
- He fired all his break-fix clients and replaced them with 61 profitable managed clients and nearly 30% net profits (earning over \$1 million NET).



# Introducing...

## Charles Swihart, Preactive IT



“Our target market used to be anyone with a pulse and a computer. I was stressed beyond belief, not making any money. Initially, I was afraid of the cost, the work and mostly the possible failure of joining Robin’s program, but I went all in and **DOUBLED** our revenue with 1/10th of the clients while growing profits 551%!”



# The 3 Critical Functions To Increase Sales And Profits In Your MSP



# Let's Look At The Most Important Essentials You Need For \_\_\_\_\_





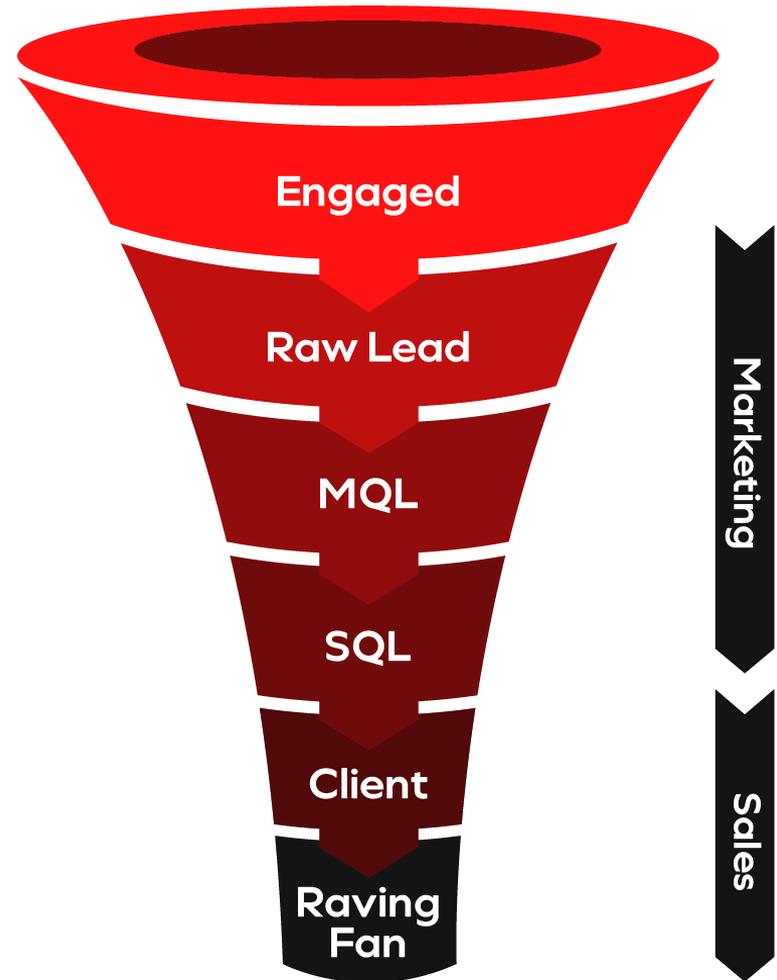
**#1 Most Important:**

You Need A “No-Fail”

\_\_\_\_\_, Tracking And  
Follow-Up System



- 1 Engaged:** A prospect visits your website, clicks on your ad, visits your trade show booth, requests information, etc.
- 2 Raw Lead:** The prospect takes action by calling your office, filling in a web form, registering for a webinar, handing you a business card, etc.
- 3 MQL:** Marketing determines the prospect matches your criteria for a qualified lead.
- 4 SQL:** The prospect books a first-time appointment with a salesperson to discuss a need.
- 5 Client:** Sales successfully converts the prospect to a paying customer.
- 6 Raving Fan:** Strategic account management develops the client into an HVC (high-value client).



# 3 Musts To A “No-Fail” Lead Capture, Tracking And Follow-Up System

**#1:** \_\_\_\_\_

You **MUST** have a process for CAPTURING inbound leads (list building) that maps out exactly how to capture, track, follow up on and ultimately CLOSE all inbound leads.

## **The Need For Speed:**

“If you take longer than \_\_\_\_\_  
to follow up on an inbound lead, the  
ability to talk to and qualify that  
prospect drops by 80%.”

Vendasta, Risk And Reward  
In Lead Response Time Article



## **The Need For Speed:**

“\_\_\_\_\_ of customers \_\_\_\_\_ from the first person to respond to their request.”

Study By Lead Connect



# But NOT In **MY** Business You Say?

Roughly \_\_\_ of the calls we make to MSPs go straight to voicemail, and \_\_\_ have bad numbers, broken voicemail systems (mailbox full, disconnects, no voicemail) or there is NO ANSWER.

Often, these are the numbers they have posted on their public websites!



# How Bad Is It?



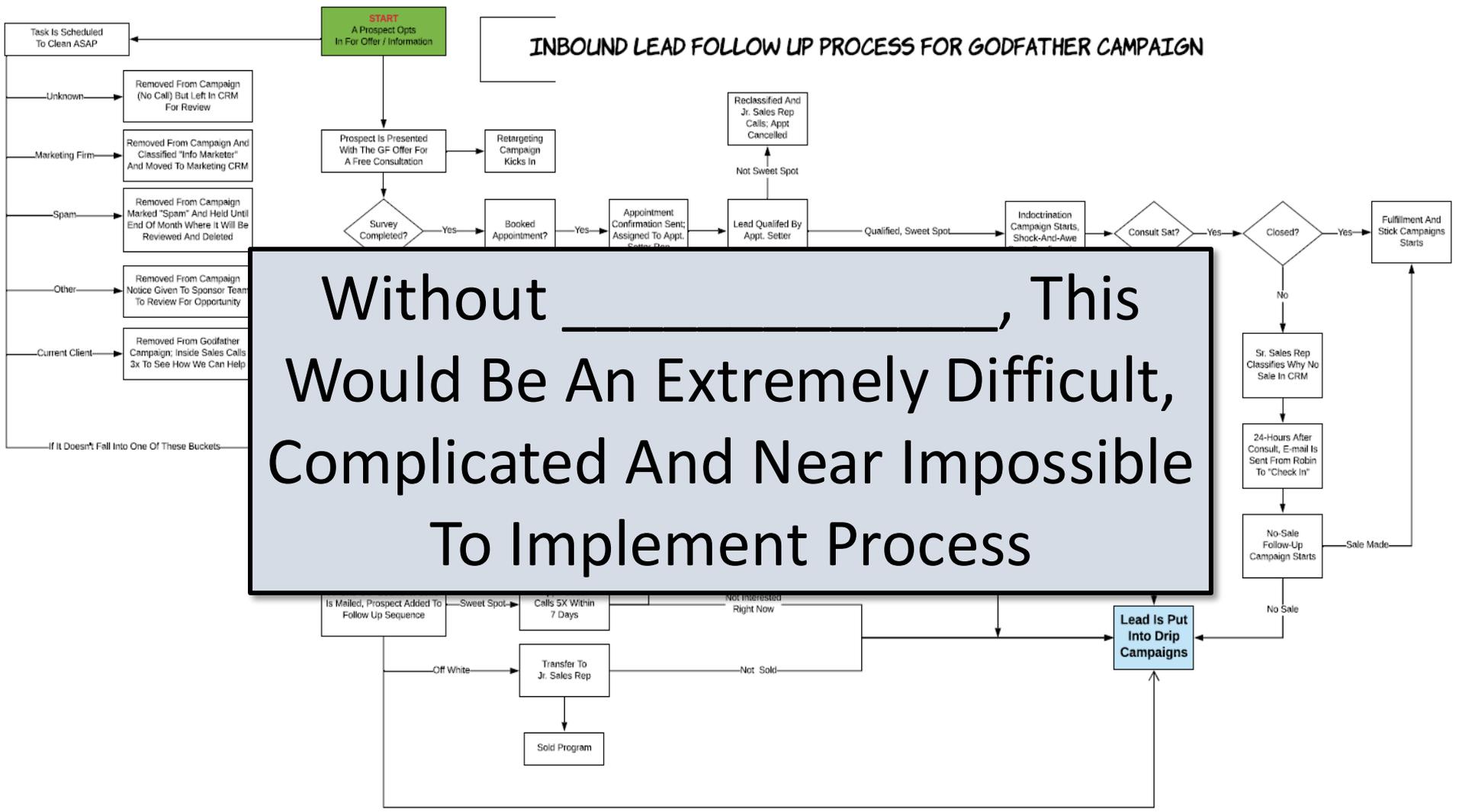
“A study from *Harvard Business Review* revealed that 71% of qualified leads are

\_\_\_\_\_.

Of the leads that *are* followed up on, they’re only touched an average of \_\_\_\_\_.”

# INBOUND LEAD FOLLOW UP PROCESS FOR GODFATHER CAMPAIGN

Without \_\_\_\_\_, This Would Be An Extremely Difficult, Complicated And Near Impossible To Implement Process



# 3 Musts To A “No-Fail” Lead Capture, Tracking And Follow-Up System

**#2:** 

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You **MUST** have a CRM with marketing AUTOMATION capabilities to run your inbound lead handling system, manage your marketing campaigns and build a hyper-responsive, qualified list of prospects.

# The Single Biggest Marketing Problem Every MSP Has When They First Come To Us Is

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# List Problems:

1. You don't have a list because you lack an appropriate \_\_\_\_\_ to capture, track and follow up on leads.
2. You have a list, but you haven't been doing and \_\_\_\_\_ with any regular frequency or consistency; therefore, it's gone "\_\_\_\_\_" again.
  - ✓ Important: Your list is \_\_\_\_ a \_\_\_\_\_!!!!
3. You've not secured \_\_\_\_\_ for e-mail, or you did initially but have lost that due to a lack of \_\_\_\_\_.
4. You have a lot of \_\_\_\_\_ and wrong \_\_\_\_\_ (mystery meat).
5. You have no \_\_\_\_\_ or \_\_\_\_\_ of where the leads you have come from, conversations had, actions taken, etc.

# 3 Musts To A “No-Fail” Lead Capture, Tracking And Follow-Up System

**#3:** 

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You **MUST** send a WEEKLY e-mail to your list to promote content (blog, video, webinar, etc.) that your clients and prospects will find interesting, and a MONTHLY offline drip campaign.

## Why You Need Long-Term Follow-Up:

All B2B sales for  
big purchases are made to

“

”

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## **According To A Salesforce Study:**

In B2B, the average inbound lead takes \_\_\_\_\_ to convert to an opportunity (not a sale).

# In Our Business:

- \_\_\_\_\_ of prospects buy within 1 month (immediately)
- \_\_\_\_\_ of prospects buy in months 2-3
- \_\_\_\_\_ of prospects buy in months 4-6
- \_\_\_\_\_ of prospects buy in months 7-12
- \_\_\_\_\_ of prospects buy AFTER 1 year (years 2-4)
- \_\_\_\_\_ of prospects buy AFTER 5 years

**IMPORTANT:** If we gave up after 3 *months*, we'd miss \_\_\_\_\_ of our sales, which represents roughly \_\_\_\_\_ in initial sales.

# How Capture And Proper Follow-Up Impacts ROI

## MSP 1:

- Cost Per Lead: \$647
- 50% Are Qualified
- **70% Book An Appointment**
- 35% Close
- Average Sale: \$2,000/Month

\*\*\*\*\*

50 Raw Leads Cost \$32,350

25 Are Qualified And Pursued

18 Book An Appointment (17.5)

6 Close @ \$2,000 = \$12,000/Month

\$432,000 Over 36 Months

## MSP 2:

- Cost Per Lead: \$647
- 50% Are Qualified
- **20% Book An Appointment**
- 35% Close
- Average Sale: \$2,000/Month

\*\*\*\*\*

50 Raw Leads Cost \$32,350

25 Are Qualified And Pursued

5 Book An Appointment

2 Close @ \$2,000 = \$4,000/Month

\$144,000 Over 36 Months

**\$288,000 MORE, SAME COSTS**

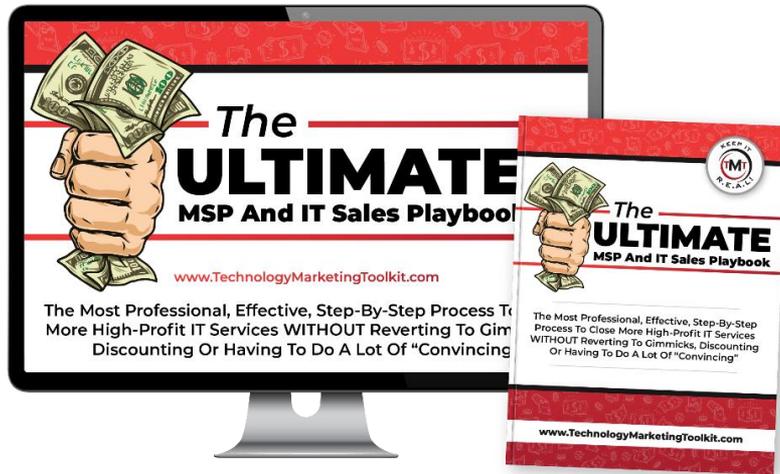


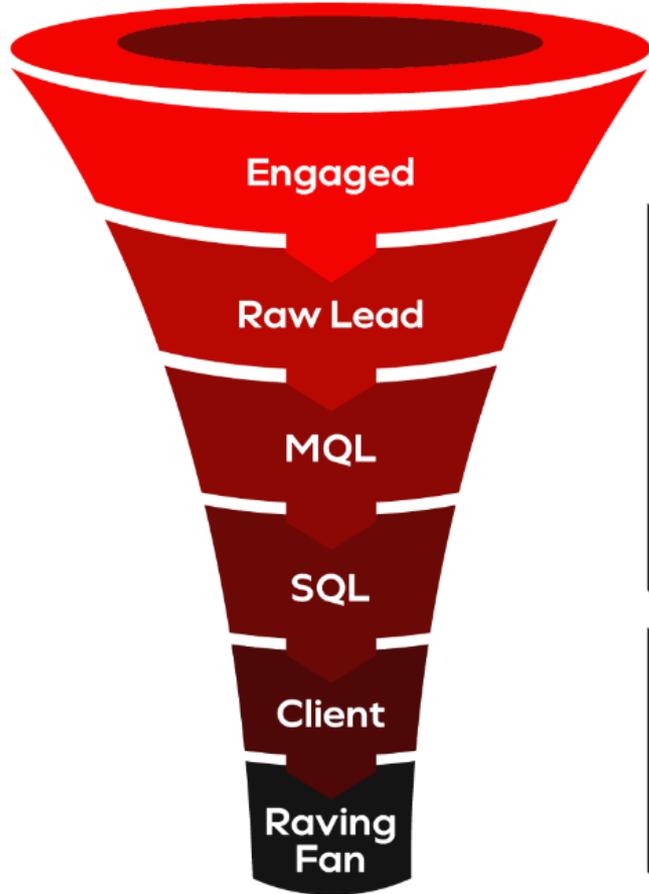
# Next You Need An Effective

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Lack of a strategic sales process results in:

- Price resistance
- Low close rate
- Much higher new client acquisition costs
- Much lower ROI on marketing spend
- Prospects “going dark” to “think it over”
- An inability to hire a productive sales rep





# Marketing Isn't Enough To Get The Job Done!

The GREATEST marketing plan in the world will fail miserably if not tied to an effective sales process.



# Introducing...

## Adam Spencer, 9-1-1 IT



- Was a small MSP generating under \$500,000 in total revenue with very little profit.
- Was in massive debt due to losing EVERYTHING when he moved his family into an apartment that was contaminated with meth, plus his daughter being born with a hypoplastic heart (half her heart was missing).
- Was charging \$45(!) per seat for managed services and was STILL struggling to sell it.
- Because he couldn't sell, he felt forced to sell “anything for a buck” just to make ends meet.

# Step 1: Proper Packaging And Pricing

## 911 Worry Free IT Package

- Anti Virus
- Patch Management
- IT Consulting
- We are your IT department
- 24/7 Monitoring
- Security Training
- Unlimited Support



Value \$247.50 / month / user



Adam joined Accelerators Club, where he learned how to package and price a truly complete, profitable and professional managed services offering.

# Don't Be A Sitting Duck



Come to our



**Cyber Security  
& Sandwiches  
Seminar!**

## Step 2: He Started Practicing His Pitch To \_\_\_\_\_

After we increased his prices, Adam used E.D.R. marketing via lunch-and-learn seminars he held at the local City Hall to sell managed services.

He was able to sell managed services at \$150+ per seat to the SAME clients who said “No” to his previously proposed \$45 per seat managed services offer.

# Step 3: He Utilized Our MSP Sales Blueprint To Learn How To Run A \_\_\_\_\_



Your sales process is the **FIRST** experience a prospect has with doing business with you and is **CRITICAL** to not only closing sales, but also ensuring the client gets a complete managed service, not just break-fix.

# Step 4: He Initiated My “Sales Secret Weapon,” The \_\_\_\_\_



This is sent PRIOR to a sales meeting with a prospect. This was a critical component to securing a 67% close rate on opportunities vs. the average 35% close rate reported by most MSPs.

# I Went From Being An “Anything For A Buck” \$500K Business To A \$3 Million MSP In 4 Years



“I was dripping with desperation. I had huge medical bills and was struggling to get people to buy my \$45 per seat managed services offering. After implementing what TMT taught me about selling managed services, we added \$70,893 in new MRR and increased profits by 76%, with a total contract value of \$467,343...and that was just the start.” – Adam Spencer, 9-1-1 IT



# The \_\_\_\_\_ To Increase Sales And Profits In Your MSP





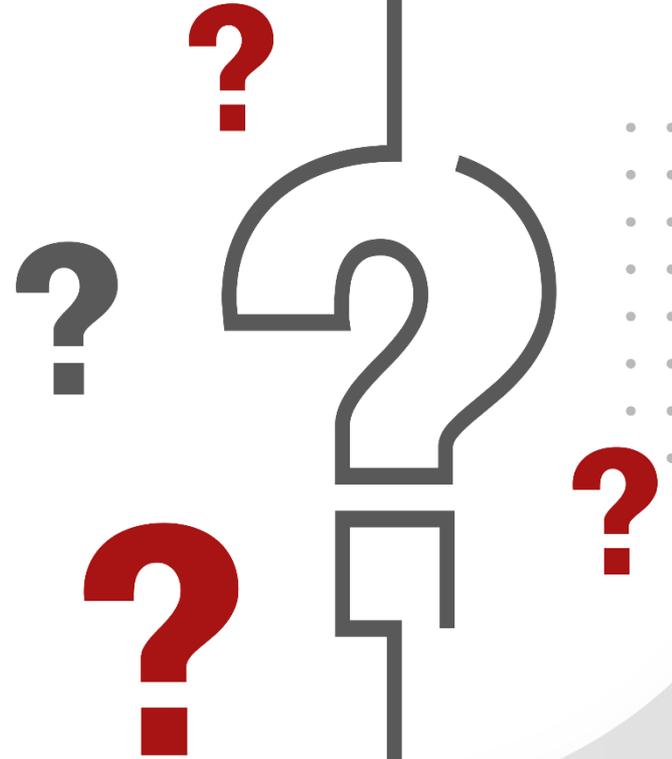
# What Do All Of These Things Have In Common?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# How Do You Get

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**As A “Welcome Guest” Instead Of  
Getting Blocked, Screened And  
Treated As An “Annoying Pest”?**



# The Secret:

Utilize \_\_\_\_\_ To Attract Prospects,  
Compelling Them To Seek Out Your Advice  
And Request A Meeting

( \_\_\_\_\_ )



When \_\_\_\_\_ Is Done Right,  
It Will \_\_\_\_\_ And \_\_\_\_\_ The  
Sales Process By \_\_\_\_\_  
“Right Fit” Prospects Who Want To  
Do Business With You.

## FREE Special Report For Small Medical Practices:

### Brand New And Critical Changes To IT Security, Compliance And Insurance Every Medical Practice Executive Needs To Know



In this must-read report, discover what we are urging our private medical practice clients to do now to avoid putting their practice in serious financial and legal risk

- The **truth** about IT security, risk and HIPAA compliance no practice management application you're using is telling you.
- Why **SMALL** medical practices are the #1 target for hackers, and simple and easy things you can do to protect your patients and your practice.
- How slippery insurance companies will avoid paying out if and when you're breached by a ransom attack.

Name:

Company:

E-mail:

Phone:

[Get Instant Access](#)

## EDR Example:

By Promoting Free Information, You Build A \_\_\_\_\_ List Of Prospects AND Position Yourself As A Trusted Authority

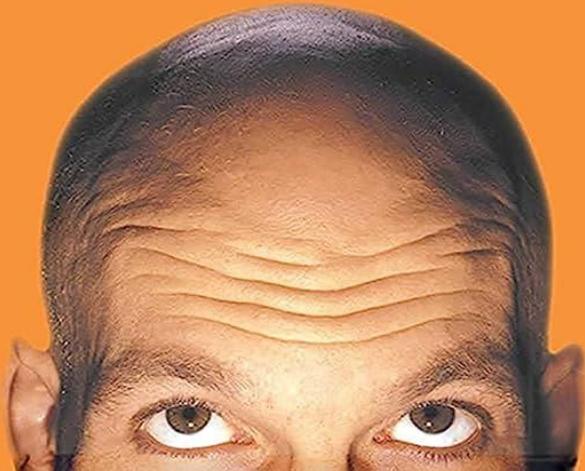


Turning Strangers into Friends and Friends into Customers

# PERMISSION MARKETING

## SETH GODIN

*Author of Purple Cow*



“Selling to people who  
want to hear from you is  
more effective than

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who don't.”



## 5 Ways “Cheaper-Priced” IT Firms Hide The TRUE Cost Of Their Services In Their Contracts

If you look through a dozen proposals from IT services firms, here's what you'll quickly discover: no two are alike. This makes it nearly impossible to compare one against the other and sort through all the legalese, “geek speak” and terms to determine if you're getting a fair price or if you're falling victim to a misleading proposal that will end up costing you far more than you were initially led to believe.

If you're not careful, the “cheapest” or less expensive IT provider can end up costing you a lot more due to carve-outs and hidden fees in their contracts that they will later nickel-and-dime you over, or by quoting inadequate solutions that you'll later need to pay to upgrade.

Here are 5 common things “cheaper” IT companies leave out of their initial proposal to fool you:

1. **Adequate cyber security protections are NOT included.** More specifically, you need to make sure the IT company you're talking to isn't just putting a basic (cheap) antivirus software on your network and calling it done. Antivirus is good but woefully insufficient to protect you. In fact, insurance companies are now requiring protection such as employee cyber-awareness training, 2FA (2-factor authentication) and what's called “advanced endpoint protection” just to get insurance coverage for cyber liability and crime insurance. We provide those standard in our offering, so not only do you greatly reduce your chances of a cyber-attack, but you also avoid being denied an important insurance claim (or denied coverage, period).
2. **All disaster recovery services and setup are NOT included.** Make sure your IT company includes nightly off-site backups of your servers, workstations and Office 365 (if you use that technology). Another question to ask is, if your server, workstations and data were destroyed, would they charge you extra to restore them?
3. **Support outside of normal business hours and on-site visits is NOT included.** This is another area that takes many business owners by surprise: all after-hours and on-site visits involve an extra fee. They might also charge you extra to set up a workstation for a new employee in addition to the support fees and extra for any type of normal and customary support pertaining to Office 365, such as setting up shared mailboxes, distribution lists, spam and security settings and more. We include ALL of this in our agreements so you aren't nickel-and-dimed for every request.
4. **Vendor liaison and management is NOT included.** Some IT firms will charge you hourly to resolve issues with your phone system, ISP, security cameras, printers and other devices they didn't sell you but that still reside on the network (and give you technical problems). As a client of ours, you get all of that INCLUDED, not charged extra.
5. **Support for computers outside of warranty involve an EXTRA fee.** Another little “gotcha” you might not notice is that many IT companies will charge you extra for any support or troubleshooting if the computer they are working on is outside the warranty period. While we certainly advise replacing any computer that is 5+ years old or no longer safe to use, we won't charge you extra for supporting a PC because it is past the warranty expiration.

# EDR Philosophy:

An \_\_\_\_\_ customer is your BEST customer, but it's up to \_\_\_\_\_ to tell them what “good” is.

# The 4 Parts To Any Successful E.D.R. Lead Generation Campaign

- \_\_\_\_\_: A quality list/audience of \_\_\_\_\_.
- \_\_\_\_\_: What your campaign says and offers to grab your prospects' attention and \_\_\_\_\_, generating a LEAD.
- \_\_\_\_\_: The \_\_\_\_\_ that gets your message seen by the high-probability prospects you want to acquire as clients.
- \_\_\_\_\_: Reasonable expectations of \_\_\_\_\_ based on \_\_\_\_\_ and realistic response rates.

# Step 1: \_\_\_\_\_

Who Is Your Ideal, Slam Dunk,  
“Sweet Spot” Client?



**You Can't Boil The Ocean!**



# Step 2: \_\_\_\_\_

## Your Marketing Message Must:

- **GRAB** your prospect's attention by hitting directly on a \_\_\_\_\_ they have.
- "Sell" an \_\_\_\_\_ they will find irresistible to get them to respond and gain PERMISSION to sell.
- Provide an \_\_\_\_\_ and \_\_\_\_\_ way to respond.

# Fed Up With Constant IT Problems?

Stop Tolerating Bad Service From Your Current IT Company! Call Us For A **FREE Diagnosis** Of Any IT-Related Problem



Call Now For A  
Free IT Evaluation  
**281-699-8347**

- 7-minute response guarantee
- No long-term contracts
- US based support
- No nickel-and-diming
- No "geek speak"

**VISIT US ONLINE**  
[ImpressComputer.tech](http://ImpressComputer.tech)



## Is Your IT Support Company Treating You Like A “Bad Date”?

- ✓ *Not returning your calls...*
- ✓ *Never available when you need him...*
- ✓ *Constantly failing to meet deadlines...*
- ✓ *Not fixing things right the first time...*
- ✓ *Never following up on your requests?*

If So, I Want to Give You 2 FREE Hours Of IT Support To Resolve Any IT Or Computer-Related Issue You Have to *Prove* We Can Do a Better Job Than Your Current IT Services Company



**From the Desk of:** Eric M. Shorr  
Founder, President Secure Future Tech Solutions

Dear Colleague,

It just **amazes** me how unreliable and arrogant some IT services companies are...

When you call them for help, you end up talking to their voice mail. When you *finally* get them to return your call, they make you wait hours - *even days* - before they actually get your problem resolved. Sometimes it *never* seems to get fixed, and it's easier to find a work-around or simply fix it yourself than to call your IT provider!

Even then, a lot of them take longer than they promised, nickel-and-dime you over *everything* and, as a final insult, they act like they're doing YOU the favor!

### Enough Is Enough!

I think it's about time someone finally got it *right*. That's why we decided to start a "one company revolution" and committed ourselves to delivering fast, affordable IT support for property managers that just want IT problems handled quickly and correctly.

Although I don't think this is an amazing concept, it still surprises me how many so-called IT experts don't get it right - and the truth is, you shouldn't have to tolerate (or pay for!) low-quality IT support.

# This Speaks Directly To A Prospect's

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IT Support For Raleigh, Durham, and Chapel Hill, NC

IS THIS YOU? SERVICES WHY CHOOSE US? OUR CLIENTS FREE STUFF ABOUT US CONTACT US SUPPORT

919-443-6852

## IT Support and Services For Raleigh, Durham, and Chapel Hill, NC Businesses: **Frustrated With The Lack Of Responsiveness And Slow Service From Your Current IT Services Company?**

Give us a call and discover how great local IT services and computer support can be!

**Business Owners, Call Now For Immediate Support: 919-443-6852**

**BOOK A 15 MINUTE DISCOVERY CALL**



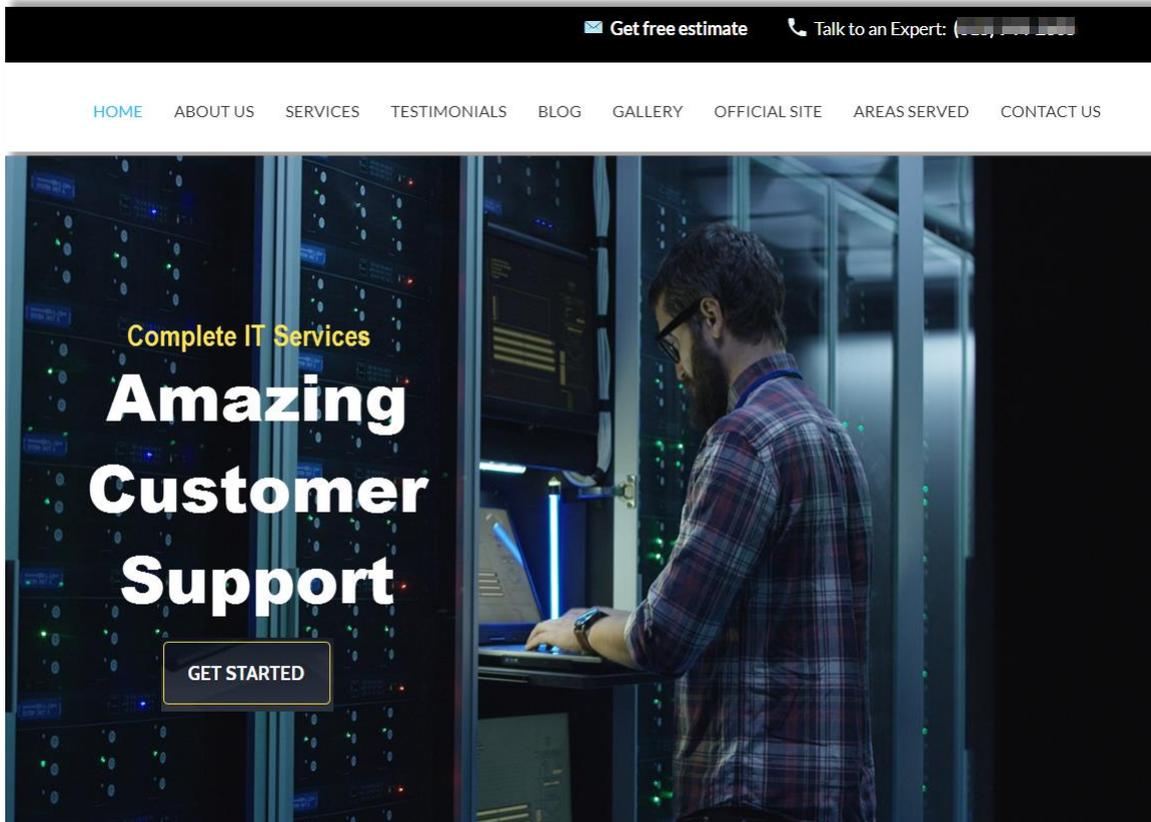
### FREE GUIDE

The Triangle Business Owners Guide To IT Support Services And Fees

**GET MY FREE COPY**

# Speaks Directly To Their





# Message FAIL

- What are you selling?
- Who is this for?
- Who else can say that?
- Can you PROVE it?
- Why should I call? Click?
- What *action* do you want me to take if I don't want to "get started" *right now*?

# Message FAIL

- What are you selling?
- Who is this for?
- Who else can say that?
- Why should I call? Click?
- What *action* do you want me to take if I don't want to "get started" *right now*?



TECH  
SUPPORT  
& SERVICE



PRIVACY  
& SECURITY



BACKUP,  
RECOVERY  
& FAILOVER



CLOUD  
SOLUTIONS

CONNECTED | RELIABLE | SECURE



# Windows Server & SQL Server **End of Support!**

UPGRADE TODAY!

## OUR SOLUTIONS

At Kinetix Solutions we understand your technology circumstance very well. We have developed a system where small and medium sized business can experience all of the benefits of having an in house IT department without carrying the expense of one. Our team, is responsive, in the know of the latest and greatest technologies. Whether you are interested in assistance maintaining your current system, are wanting to upgrade to cloud hosting, or needing to gain better insight about your business, we have the solution for

## GET IN TOUCH

First	Last
Email	Phone #
Message	

# Message FAIL

- What are you selling?
- Who is this for?
- Why should I call? Click?



# Step 3: \_\_\_\_\_

Media Is Simply How You Deliver  
Your Message To Your Target Market





**Implement MULTIPLE**

“

”

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**Consistently To Build The  
Pipeline Of Opportunities You  
Need To Hit Your Goals**

## Here Are All The Systems And Campaigns We Give You For Prospecting:

- Referral systems
- Website and SEO lead generation campaigns
- Networking event campaigns
- Warm outreach campaigns
- Canvassing campaigns
- Strategic (JV) partners, endorsed “mailings”
- Sales development rep (SDR) campaigns
- Paid digital ads (Google, Bing, social, retargeting, etc.)
- Organic social media posts and content campaigns
- Trade show campaigns
- Webinar, seminars and events
- Unconverted lead reactivation campaigns

## The Eternal Question:

Which Ones Will  
Work Best For Me?

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# Case Study: Roland Parker, Impress IT Solutions



- Had taken 20+ years to get to \$300,000 in MRR.
- Was stuck not growing at all for 6+ years.
- Was mostly break-fix with some managed.
- Was grinding out 12+ hour days.
- Relied mostly on referrals and networking events for marketing, but nothing was consistently productive in getting new clients.



IT Services For Houston Engineering, Construction and Manufacturing Businesses:

### Frustrated With The Lack Of Responsiveness And Slow Service From Your Current IT Services Company?

Give us a call TODAY for immediate support: 281-699-8347

#### Ask About Our 100% Satisfaction Guarantee



- Get IT support without signing a long-term managed contract.
- FREE estimates.
- Same day service available.
- Local technicians you can trust (we don't outsource overseas).
- "No geek speak."
- One-stop shop for every IT need.

#### FREE REPORT



21 Critical Questions You Should Ask Any IT Company Before Signing A Contract Or Hiring Them

Name \*

Email \*

Phone

Company

GET MY FREE COPY

#### 5-Star Google Reviews

4.7 ★★★★★ 457 Google reviews

# Step 1: \_\_\_\_\_

## Clarified His Target Market And Drastically Improved His Marketing Message





## 21 Critical Questions Every Business Owner Should Ask Their IT Company Before Signing A Contract

**Don't Trust Your IT To Just Anyone!**

### How To Know If An IT Company Has The Right Policies, Procedures And Protocols In Place To Deliver Quality IT Services And Support

Read this guide and you'll discover:

- ✓ 21 revealing questions that will help you instantly spot an unethical or grossly incompetent IT company in minutes so you don't risk your time and money hiring the WRONG one.
- ✓ The "dirty little secret" of the IT services industry that most business owners don't realize that puts their organization at HIGH risk for ransomware, data loss and expensive downtime.]
- ✓ Why "cheap" or "lowest price" IT companies aren't the bargain they initially appear to be (and how "cheap" IT companies hide their real fees to get you to sign a contract).

**Provided as an educational service by:**

Impress Computer Solutions  
Katy, TX

PHONE: 281-699-8347

[www.ImpressComputers.com](http://www.ImpressComputers.com)

# Step 2: \_\_\_\_\_

- He used our templates to create free reports and other lead generation offers (risk assessments, dark web scans, webinars, etc.) to use in his marketing.
- These content pieces were designed to position him as a trusted authority and EDUCATE the prospect on how to evaluate an IT provider OTHER THAN on price.

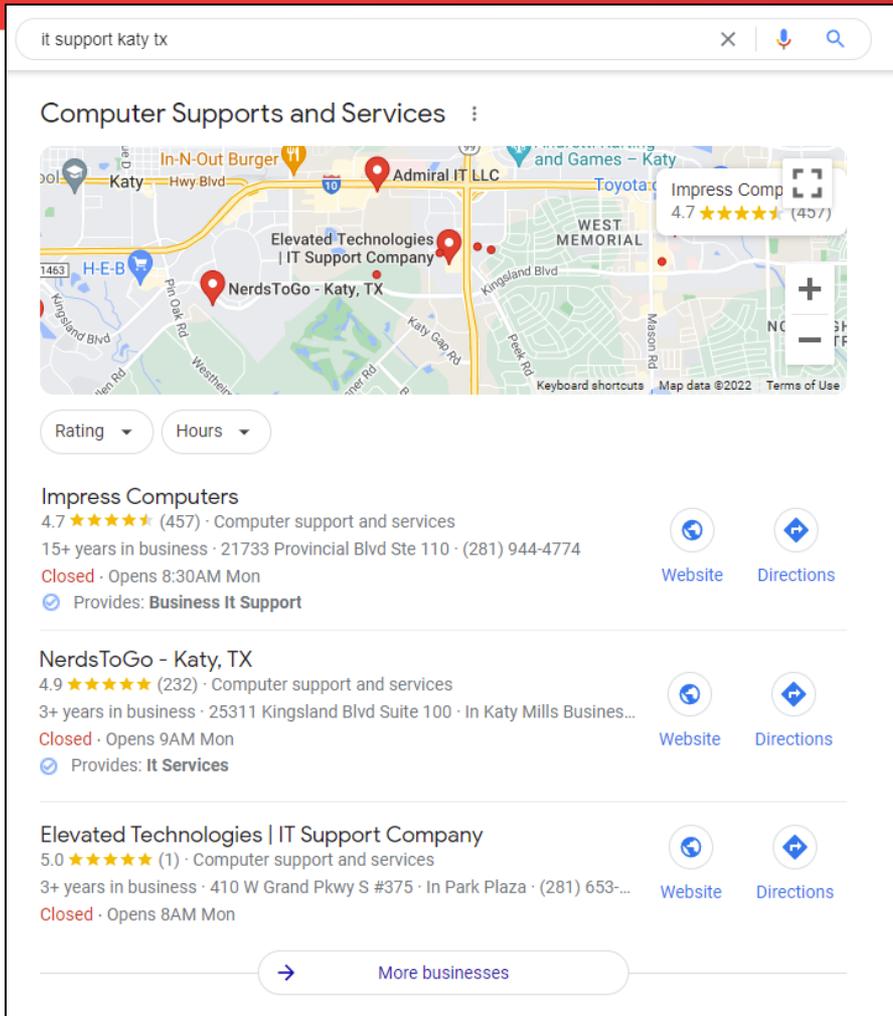


## Step 3: \_\_\_\_\_

He Implemented Our Marketing Automation Platform (MAP) For Lead Capture, List Building, Opportunity Tracking And Campaign Management

# On List Building...

“We now have 1,700 companies in our Drip Tips campaign in Keap, 523 prospects in our direct mail outreach campaign (and climbing weekly) and are sending over 1,500 e-mails on a weekly basis.”



# Step 4: \_\_\_\_\_

Initiated a testimonial and Google review campaign plus weekly social media posting, blogs, etc., to ramp up organic traffic to his website.



## On Social Media...

“We use TMT’s social media campaigns and have made a real effort to connect with our clients and prospects on Facebook, LinkedIn and YouTube. We now produce at least one YouTube video per week along with daily Facebook posts, which has resulted in 3,732 Facebook followers, 1.12K YouTube subscribers and 561 Google reviews (most are 5-star).”



## Is Your Current Computer Guy Causing You To Need One Of These?

- Does he take *forever* to call you back and respond to your requests?
- Are you paying him good money to keep things working, but are **STILL** having *constant* problems, slowness and other recurring issues?
- Are you worried he's not backing up and securing your network?
- Does your *head hurt* from having to deal with the hassles?

Are you sick and tired of *constant* IT, phone and computer problems interrupting your day, frustrating you and your team? Do you feel stuck with an absent-minded computer guy who isn't delivering the **SERVICE** you want, but you don't know who else you can trust to do a good job without overcharging you?

If so, I have the solution that will make IT-related issues one headache you **NEVER** have to deal with again.

My name is Roland Parker, owner and CEO of Impress Computers and author of the report *The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind*. We specialize in delivering proactive IT support and services to Engineering Firms like yours with friendly, knowledgeable techs who will put you at ease and resolve your IT problems quickly and efficiently. Chances are you've never heard of me or my company before, but when you finish reading this letter, you'll be glad you finally have.

Why can I make such a bold statement?

Because almost every small business CEO I talk to will confess that their current computer support person - whether it's a friend who's good with computers or a "professional" IT company - is **NOT** completely delivering the level of service they want. Therefore, they are forced to deal with ongoing technical issues and worry that their network is **NOT** secure from hackers, ransomware, extended downtime, State and Federal Privacy compliance and a range of data-erasing disasters. Clearly this is unacceptable!

# Step 5: \_\_\_\_\_

Initiated one of our "Plant The Farm" prospecting campaigns.

- Used our list-cleaning process to start building a database of targeted prospects.
- Started sending prospecting campaigns every week with an SDR making follow-up calls, a LinkedIn outreach and e-mails.
- In a year, he added 1,912+ \_\_\_\_\_ prospects to Keap for drip marketing.
- Added 15 new clients, \$37,790 in new MRR, \$1.36 million total contract value.

# I Got Out Of Our 6-Year Rut And Added \$1.12 Million In One Year



“For years, we had been stuck in a rut and not growing, simply ‘busy’ but not profitable. Hectic days, followed by collapsing in exhaustion at the end of the day, were the norm. We had no effective way to get new clients.

After implementing the marketing plan provided by TMT, we catapulted ourselves to \$3.5 million in under two years and are still growing.”

– Roland Parker, Impress Computer



# Step 4: Math

ALL Successful Marketing Initiatives  
Utilize “\_\_\_\_\_” To Ensure The  
Highest Probability Of Success



# How Most MSPs Plan



# Pop Quiz:

Could you tell me with certainty:

- What your \_\_\_\_\_ are going to be this month? Next month? This quarter?
- How many \_\_\_\_\_ you will generate this week? This month? This quarter?
- How many of those \_\_\_\_\_ turn into an \_\_\_\_\_?
- What percentage of those \_\_\_\_\_ will turn into a \_\_\_\_\_?
- What's your \_\_\_\_\_?
- How many \_\_\_\_\_ will you need to hit your \_\_\_\_\_?
- Do you even HAVE a \_\_\_\_\_?

# Good Idea Graveyard:

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