



The MSPexcellence Playbook™

The MSPexcellence Playbook is a blueprint for building a managed services business by applying proven sales and marketing best practices to grow revenue through faster and more efficient customer acquisition. In a comprehensive 3-volume set, the playbook guides you through the development and implementation of winning strategies with step-by-step instructions for their execution and success measurement. The MSPexcellence Playbook provides the tools you need to turn the art of sales and marketing into a science for growing your MSP business.

MSPexcellence is a new kind of resource for the managed service provider that will help you to:

- Formulate a winning value proposition
- Staff and manage a productive sales team
- Build effective lead generation programs
- Accelerate growth with sales tools and training
- Measure your progress with performance metrics
- Apply proven methods used by industry veterans

Solving business problems with cloud-based technologies delivered by a managed service is the way of the future. Companies of all sizes need the efficiencies of new technology and increasingly they prefer the simplicity, scalability and affordability of acquiring them via managed services. The age of the product sale with break-fix support is over. The age of selling business value through managed services has arrived. Now is the time to capitalize on this critical industry transformation.

If you are a Value Added Reseller (VAR), how will you successfully make this transformation? If you are a Managed Service Provider (MSP) looking to grow your business, how can you effectively scale based on a repeatable sales and marketing formula? If you are a technology supplier, how will you develop a channel of highly productive MSPs to increase market share and accelerate revenue growth?

The answer to all of these questions is a simple one. Follow a blueprint for success that is based on decades of experience and contains the most effective tried-and-true

techniques for marketing and selling managed services with maximum profitability. The answer to all of these questions is *The MSPexcellence Playbook*.

The playbook was created by two industry veterans – Todd Hussey and Dave Zwicker – who bring more than 50 years of combined sales and marketing experience in high technology products and services including 20 years of making hundreds of MSPs successful in customer segments from 5 to 5,000 employees located in geographies around the world.

With executive sales and marketing experience gained from global technology companies and venture-backed start-ups, the MSPexcellence team has seen every go-to-market strategy used by MSPs to build their businesses. Based on this experience, they have compiled the most comprehensive collection of effective strategies for building a successful MSP sales and marketing operation into an easy-to-use and results-driven playbook.



The MSPexcellence Playbook is a 3-volume collection that provides the strategies and methodologies for establishing or enhancing your MSP business. Each volume focuses on a different functional level in your organization and solves a different set of sales and marketing challenges.

Volume 1: The CEO Manual

This volume is written for the owner, founder or president of the business. It lays the foundation for the other volumes of the playbook by defining the core strategies for building an effective sales and marketing tool kit.

- Creating a differentiated value proposition
- Targeting end user market segments
- Defining a pricing and packaging strategy
- Building a world-class sales team
- Creating a sales productivity model
- Defining reports with metrics that matter

Volume 2: The Revenue Growth Manual

The second volume of the playbook is written for the individual responsible for sales and marketing. This can be a dedicated sales and marketing executive or the CEO of the business. Volume 2 guides you through the development of marketing programs that drive revenue growth. It also defines tools for sales follow-through and success measurement.

- Designing effective marketing campaigns
- Optimizing lead generation programs
- Lead tracking and success measurement
- Managing the sales pipeline and process
- Developing sales tools and training
- Building programs for customer retention

Volume 3: The Sales Execution Manual

The third volume of the playbook provides tools for territory sales reps. It provides them with a

field manual for executing the sales process with predictability and precision. It is a pitch book and a toolset enabling them to more effectively find, sell and close new revenue opportunities for your MSP business.

- Identifying and qualifying opportunities
- Communicating the value proposition
- Delivering effective sales presentations
- Building professional marketing literature
- Using sales aids to increase productivity
- Using sales tracking and reporting tools

The MSPexcellence Forum™

To complement the playbook, MSPexcellence offers a monthly subscription service called *The MSPexcellence Forum*. As the name implies, the forum is a way for clients to share ideas with one another and to learn first-hand from the MSPexcellence team how to effectively implement the strategies in the playbook. The service includes a weekly newsletter, a monthly interactive webcast and periodic updates to the playbook to refresh its contents.

MSPexcellence Consulting Services

MSPexcellence will also provide consulting services to MSPs that prefer to have direct assistance implementing the strategies in the playbook. A customized engagement will be conducted with the MSP based on their specific needs to deliver some or all of the programs and materials contained in the playbook.

Programs for Technology Suppliers

The MSPexcellence team will work directly with technology suppliers to customize the playbook and the forum as a program for their MSP partners. By combining a business-building program with their product and/or service, the technology supplier will differentiate its offering while maximizing partner productivity.