



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 5-step process, the playbook guides you through the development and implementation of winning strategies with step-by-step instructions for 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 as an integrated 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.

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 will transform sales and marketing from a misunderstood art into a predictable science and will enable your MSP business to maximize its profitability and valuation.



The MSPexcellence Playbook takes you through a 5-step program that shows you how to create a compelling value proposition for your managed services portfolio and to define service bundling and pricing strategies that deliver business value to customers and profitability to your firm. The program builds on that foundation with the tools and best practices required to execute effective lead generation programs and to ensure consistent sales results. It concludes with a clear and concise explanation of the key performance metrics you should be tracking on a regular basis and shows you how to measure your total cost of customer acquisition just like the top investment and venture capital firms.

The Playbook provides a business assessment worksheet to help you identify which of the five steps in the program will have the greatest impact on your business. To assist you in performing this assessment and to provide a jumpstart to the program, the MSPexcellence team will consult with you during the first 90 days with 3 individualized coaching sessions. You will also be enrolled in the first 3 months of the MSPexcellence Forum, a subscription service that includes peer group discussion of the most requested Playbook topics.

Step 1: Create a Formal Strategic Plan

The first step in the Playbook concentrates on strategic planning. You will perform a SWOT analysis to understand your strengths, weaknesses, opportunities and threats. Then you will determine your target market focus and your ideal customer profile. These strategies will then be used to define a compelling value proposition to attract new customers to your business.

Step 2: Develop a Profitable Business Model

In step 2 you will learn how to set prices to maximize profit and to bundle your services as IT solutions that deliver customer value. Easy-to-use modeling tools help you to understand the “deal economics” for typical customers.

This provides an understanding of the average sales value and profitability on a per-deal basis and helps you to identify where and how to optimize your cost of service delivery.

Step 3: Build an Effective Marketing Machine

Step 3 builds on the foundation established in the first two steps with a formula for running an effective marketing machine. The Playbook shows you how to create highly effective lead generation programs based on compelling content and cost-effective execution. You will attract new customers using thought-leadership techniques that leverage your role as a trusted advisor to produce sales leads with consistent quality and quantity.

Step 4: Manage a Predictable Sales Process

Step 4 is all about the sales process including the hiring, on-boarding, scaling and management of a highly productive and cost-effective sales function. The Playbook will show you how to replace the mysterious art of sales management with a more scientific approach that is based on proven methods and effective sales enablement tools.

Step 5: Continuously Measure Success

The final step in the process of building and scaling a successful MSP business is to continuously measure your success with key performance metrics. Easy-to-use worksheets and templates will show you how to measure marketing effectiveness and sales productivity. You will be able to instantly measure your cost of customer acquisition and manage this cost to enable greater scalability and profitability.

The MSPexcellence Forum™

To complement the Playbook, MSPexcellence offers a monthly subscription service called *The MSPexcellence Forum*. The Forum is a way for MSPs 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 newsletters, a monthly interactive webcast and periodic updates to the Playbook to refresh its contents.