The MSPexcellence CSP Program™

The MSPexcellence Cloud Solutions Provider (CSP) Program is a combination of business-building modeling Tools, a Virtual Peer Group (VPG) and expert coaching for building a CSP business. By applying our proven recurring revenue business-transformation best practices, the CSP Program guides you step-by-step through the process of transitioning your current IT Services business into a highly relevant, highly profitable and highly valued CSP business.

Solving business problems with cloud-based technologies is no longer the way of the future - it is here today. Companies of all sizes need the efficiencies of IT services and increasingly they prefer the simplicity, scalability and affordability of acquiring them via the cloud. The age of premise-based hardware with break-fix support is over. The age of selling business value through cloud services has arrived. Now is the time to capitalize on this critical industry transformation.

If you are a Value Added Reseller (VAR), IT Consultant, Systems Integrator (SI) or Managed Services Provider (MSP) how will you successfully make this transformation? If you currently are a CSP, how will you quickly and cost-effective scale your business to meet your goals?

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 building a CSP business.

The answer to all of these questions is *The MSPexcellence CSP Program*.

The CSP Program was created by two industry veterans – Todd Hussey and Dave Zwicker – who bring more than 50 years of combined business-building experience in high technology products and services including 25+ years of making hundreds of MSPs and CSPs 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 and CSPs to build their businesses. Based on this experience, they have compiled the most comprehensive collection of effective strategies for building a successful CSP business into an easy-to-use and results-driven program.

The MSPexcellence CSP Program will transform the process of business transformation from a misunderstood art into a predictable science. It will enable your CSP business to maximize its top-line revenue potential, its ongoing profitability and its long-term valuation.

The MSPexcellence CSP Program is a new kind of resource for the CSP that will help you to:

- Define your CSP practice
- Formulate a winning value proposition
- Price, package and bundle high-margin solutions
- Staff and manage a highly productive sales operation
- 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
- Interact with your peers
- Attend weekly VPG training sessions

MSP excellence
Experience That Matters

The MSPexcellence CSP Program provides you with a set of 4 business-building blueprints that allow you to create and manage your CSP practice using a proven "paint-by-numbers" approach. Along with the blueprints, the CSP Program includes a Virtual Peer Group (VPG) of CSPs that share the same goals and challenges. To jump-start the process, the CSP Program also includes a Cloud Business Assessment Checklist (CBAC) to help you identify which of the four steps in the program will have the greatest impact on your business. To assist you in performing this assessment, the MSPexcellence team will consult with you during the first 90 days with 3 individualized coaching sessions.

Blueprint 1: Go-to-Market
In the Go-To-Market Blueprint you will find tools for quickly and effortlessly performing your own SWOT analysis for your CSP business, formalizing your value proposition and target customer profile, identifying the key elements of your service portfolio and modeling your 1, 2 and 3-year revenue, margin and customer acquisition targets.

Blueprint 2: Service Pricing
The Service Pricing Blueprint provides you with a complete set of tools to create service descriptions for each service in your portfolio and set prices for one-time charges, monthly recurring fees or annual service fees. You will be able to model the gross margin for each service based on your cost of service assumptions and blend them together into a typical customer configuration to see the revenue and profitability for a typical deal**.**

Blueprint 3: Sales Process
The Sales Process Blueprint provides a sales guide for training new sales reps and a resource for existing reps to accelerate the sales process. It contains a number of sales tools to ensure that all reps are communicating the same business value messages and using the same solutions-oriented sales process. It streamlines the process of qualifying leads, delivering sales presentations, preparing a quotation and an ROI analysis for your solutions.

Blueprint 4: Performance Management
The forth blueprint is a management tool to monitor and manage the performance of your business by tracking the 15 essential metrics for managing your lead funnel and sales pipeline while tracking your customer acquisition rate, revenue growth and profitability. It does all of this with an easy-to-use pipeline management template that automatically tracks your results and compares them with your monthly targets. Variances of your plan-versus-actual performance is presented as a management dashboard and a series of executive reports that help you manage your business efficiently by focusing on the most important areas for improvement.

Virtual Peer Group (VPG)
The VPG is a regular online gathering of CSP communities that are organized into discussion tracks based on geographic location, business profile and areas of interest. Every effort is made to minimize competitive overlap and foster peer-to-peer conversations about business and technology strategies that are working for members of the community. Each VPG session is limited in size to facilitate a lively and interactive discussion among the members. The sessions are facilitated by MSPexcellence and will periodically include guest speakers from vendors to present technologies and services that may be of interest to the CSP.

Self-Guided or Managed Implementation
There are two ways your company can bring the value of the MSPexcellence CSP Program to your business. For the standard annual subscription fee you will gain access to all of the Blueprints, the VPG sessions and the CBAC self-assessment tool contained in the CSP Program to guide you through the business transformation process as well as any updates. For an additional fee, you can retain MSPexcellence to work directly with your company as an outside resource to manage some, or all, of the CSP Program. We will follow a detailed statement of work as we implement the elements of the program that will have the greatest impact on your company.