



6 Ways To Double Sales And Clients WITHOUT Spending A Dime On Marketing And Advertising

*The **ULTIMATE** MSP Marketing Blueprint*



By Robin Robins



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6 Ways To Double Sales And Clients WITHOUT Spending A Dime On Marketing And Advertising



In this short report, you're going to discover six ways that you can double your clients and your sales without spending a dime on marketing and advertising.

I know that's quite an audacious claim, but I think you're going to find that these are six ways that truly work.

There's actually more than six ways, but we only have a limited amount of space in this short report. I think, when you have finished reading, it's going to give you some great ideas.

I really do believe that if you can't get clients without money, you're not going to be able to get more clients with money either.



If I just doubled your marketing budget, I'm sure you'd be happy to have those resources. But that doesn't automatically equate into more sales and more clients.

Maybe you've had this experience. You spend money on marketing and advertising, and it doesn't pay off.

In this case, I'm going to show you how to get clients, how to generate sales and give you six strategies that you could trigger and implement right now.

That's not to say that you shouldn't spend money on marketing and advertising. That's not what I'm implying or suggesting at all.

I mean, we spend a lot of money on marketing and advertising clearly. Maybe you got this report by clicking on a paid ad or something like that.

So, I'm not suggesting that you should never spend money on marketing and advertising.

But what I am saying is that you ought to at least do the things to get clients, to generate more sales, that don't really cost a lot of money or don't cost anything at all.

You might as well do those things in addition to spending money on advertising, whether it's Google pay-per-click or Facebook ads or LinkedIn ads, search engine optimization strategies, direct mail, telemarketing or trade shows.

In my program, we teach all of that. We are media agnostic.

We give our clients every tool in the toolbox that we can think of and show them how to use it to get more clients.

I appreciate you taking the time to read this and I'm going to provide some value.

Solving Your #1 Problem



I want to show you how to solve the number one problem that most IT service firms and MSPs have.

That is how do you grow sales, particularly when you have limited resources, meaning you don't have a bottomless pit of money to throw at marketing?

But also, you don't have a lot of time. Maybe you don't have a marketing manager, maybe you don't have a sales team. Maybe you don't have a sales manager yet.

You've got to be able to generate sales while you're also running your business and running your company.

You've got to make sure that things that you implement actually are going to work and give you the return on investment that you want.

**I'm Going To Show You How To Solve The
#1 Problem For All IT Services Firms And MSPs:**

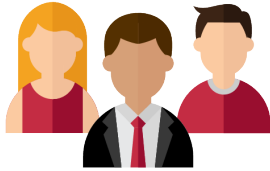
**How Do You Grow Sales,
Recurring Revenue And New Clients
With LIMITED RESOURCES?**



I started my business from scratch 20 years ago. Candidly, I was fired from a job. It was right after September 11th had happened. And I was struggling.



I didn't have a list



I didn't have a client base



I didn't have a website



I didn't have a big budget



I was in debt

I had to start my business from scratch. I had to learn how to generate sales and clients really not even on a shoestring budget but on a non-existent budget.

Then, as I grew, I could invest a little bit more. And as you grow, you can invest a little more and you can start hiring people.

So again, I'm going to give you strategies that I've used for the last two decades in my organization, growing it to where we are today.

I'll share with you also what I teach my clients to do for strategies and so forth.

What We'll Cover



So, that's what we're going to be talking about. And more specifically, we're going to be covering where you're completely overlooking six-figure sales opportunities, and I'm not even joking there, that are literally easy to get to.

They're laying there. You just have to do some activities to generate that income.

I'm not joking. I'm serious when I say this. There are things that I can give you, depending on where you are in your business.

Obviously, if you're a brand-new startup, you're not going to get a six-figure windfall from some of these things. But if you've been in business for a little while and you've got a few clients, it's very possible that you're going to get that.

I'm going to talk about where you should start marketing before you spend a dime on

lead generation, social media websites, etc.

I'm going to cover how to take the guesswork out of marketing. And it's going to save you hours of work by setting up autopilot systems.

This is really key because one of the reasons many MSPs and IT service companies struggle is because they're constantly doing these random acts.

They think marketing is this creative process where you come up with these clever offers and unique mailing campaigns or clever Facebook ads or whatever it is. And you need to have that creativity.

That's not really the case at all. You want to set up systems and processes and that's when you can scale.

And that's when you actually get the highest ROI.

I'm going to be talking about the biggest roadblock that you're going to run into when you start a marketing plan and how to overcome it.

We're also going to talk about how to get additional free resources from my organization. In fact, we'll do that right now because I want to make sure you get access to this.

What We're Going To Cover Today:

- Where you are **completely overlooking** 6-figure sales opportunities that are EASY to get.
- Where you should START marketing before you spend money on lead generation, social media, SEO, websites and more.
- How to take all the guesswork out of marketing (and save yourself **HOURS** of work) by **setting up autopilot SYSTEMS** instead of "random acts."
- The **single biggest roadblock** you'll run into when starting a marketing plan – and how to overcome it.
- How to get additional **FREE marketing resources**, tools and **HELP** to get your MSP or IT services firm growing profitably.



Free Resources

I've put together what we call the Ultimate Free Marketing Guide for MSPs.

You can get access to it at:

www.ToolkitLive.com/ultimate

There are several things there that are going to be completely, totally free.

For example, what should your sales playbook look like? So, when you get a lead, what's your process for qualifying the lead for booking the appointment, for sending out



pre-sales materials for closing the sale, overcoming objections, building value, all those things?

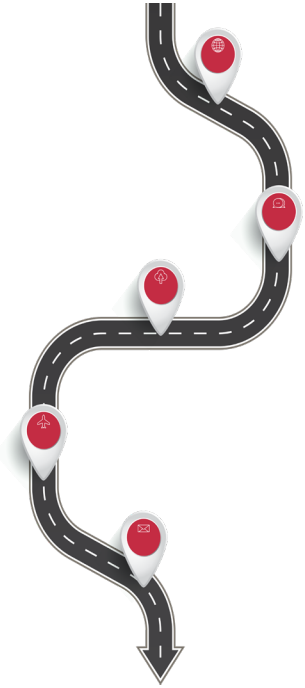
Maybe you haven't even thought about that. Most MSPs show up to a prospect and just kind of wing it. You don't want to wing it. So, you want to have a sales playbook.

I'm going to give you details on what goes into your sales playbook.

I'm going to give you our marketing roadmap, which is something we've developed over the last 20 years in working with well over 10,000 MSPs, VARs, IT service companies from startups to \$40-50 million a year clients and everything in between, from all over the world, all over the country, small town, big town, doesn't matter.

We're going to give you that roadmap. We're going to give you a one-on-one marketing consultation. We're going to give you things like what you should budget on IT marketing, like what should your marketing budget be?

That's all going to be included in those resources. So, that's the website to go sign up.



FREE Gift For You:

Get Our Proprietary MSP
Marketing Roadmap And
Ultimate Guide To
IT Services Marketing

The **ULTIMATE**
MARKETING Guide
For MSPs!



Go to:

www.ToolkitLive.com/ultimate

Why Listen To Me



If you signed up for this report, maybe you were recently introduced to me, maybe you don't know that much about me or my organization.

I'm not going to go into a deep dive here because I know you don't want to hear much about me.

But just for those who have never heard of me before, I want to give a real quick overview of who I am and how I got started in this business and why you should listen to me.

Candidly, what right do I have to tell you how to do marketing for your business? I think I owe you that explanation.

I've been working with MSPs, VARs and IT service companies in the tech industry specifically since 2001, when I officially started my company. Prior to that, I had worked with a lot of tech companies. I even worked for CGI Systems for a while.

So, I have been well-versed in sales and marketing for tech solutions.

Whether you look at clients, revenue, retention numbers, we are the largest, most successful marketing firm in the IT services channel.

We're not the only one, but we are the largest by quite a mile in a lot of different ways.

We currently run the largest peer group, with currently more than 650 members. When I say peer group, I'm talking about the CEOs of MSP companies who meet with other MSP CEOs and IT service company CEOs.

I'm not talking about all my clients because our client base is way bigger than that. We're talking about active members who are meeting in our high-level coaching group and peer groups. We're up to about 650 and every year that grows a little bit.

That's important to know because that means those are the people that we are in the trenches with day in and day out, we're doing their websites, we're doing their social media marketing, we're coaching them, we're consulting with them.

Why Listen To A Word I Have To Say?

- Since I started my consulting practice in 2001, over 10,000 MSPs/IT services firms have enrolled in one or more of my programs.
- By any measure (clients, revenue, retention, etc.), we're the **largest and most successful marketing consulting firm** in the IT channel.
- We currently run the **largest MSP peer group** in our industry, with 618 companies as members.



I spend a lot of time on the phone and in person with them troubleshooting issues, whether they're trying to get their marketing to work or trying to hire a salesperson, trying to compensate a salesperson, they're dealing with bigger competitors.

Some of them are startups and they're coming to me and going, "How do I compete with the big companies?" and some are big companies. Like, one of my clients is \$40 million and they're putting together a very large, sophisticated, nationwide marketing plan.

I share that with you just so you know that the strategies I'm giving to you are not just me coming and sitting here and giving you a book report of what I've read works. I'm giving you a field report because I'm out there in the trenches every day, working with these clients and getting their input.

And we look at their financials, they report that to us. So, we're basing it on that.

Based on paid attendees, our annual event, our Boot Camp, is the second largest event in the channel. I think we're only second to ConnectWise and we're trying to beat them every year, but they put on a pretty darn good event.



If we include virtual, we have well over 2,000 paid attendees. So, ours is a big event.

We're the largest reseller of CRM systems to the channel.

We have a Robin-ized version of a software called Keap, which used to be called Infusionsoft.

We've got literally hundreds of MSPs working on that CRM platform.

I'm also the founder of MSP Success Magazine and we have more than 45,000 subscribers now.

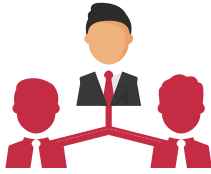
Documented Success

The thing I am most proud of is that we have more documented client success stories than anybody else.



Now, this is a really key thing. There's a lesson in this, in that, if you become a client of mine, I care about performance and results.

I care about:



How many qualified leads did you get?



How many new customers did you get?



What was the revenue you generated?



What were the sales and the return on that?

Not all marketing firms measure that. You might think that's a silly thing to say, but I promise you, I've worked in the marketing agency industry, and most of them are glorified fulfillment firms.

They're branding. They are, "We're going to change your name or your logo, or we're going to make your website look really good and updated and fresh."

There's a place for all of that. But for me, where I really hang my hat is on results on doing marketing that is measurable, that you can implement today and see a return preferably as quickly as possible in your bank account.

So, we know when we spend a dollar, we're getting \$5, \$10, \$15, \$50 back, and we can measure that. That's really what I've hung my hat on and that's what we do.

So, not just branding, not just getting your name out there, not company name change, although we can help with those things.

But really our forte is how do you get more qualified leads, more clients, and then make every single client more valuable to you as well.

Believe me, I get it. There are so many snake oil salesmen in the marketing industry, in my profession, "gurus," and they show you their big fancy mansions and their yachts. And they're hanging out with chicks in the hot-tub, and they've got money and big duffel bags behind them.

Like I get it. I know there's a lot of hype out there and I don't blame you for a minute for being skeptical, because you should be.

There are a lot of people that their best stuff is selling you their stuff. That's it, that's as far as it goes.

So, just to give you an idea of the kind of clients that we work with and the results

that we get, for example, Tommy Andrulis has been a client for a very long time, Intelligent Technical Solutions.

If things go forward in the way that we anticipate, he should be somewhere in the \$25 million range by next year.

When he first came to us, he was a smaller operator, doing \$1.7 million.

That's not terrible, but in a year, we got him to \$3.9 million and a couple of years ago he crossed the \$10 million mark.

And that is all using what I'm going to share with you.

Then you've got someone like Stephanie Groot. They're a family business, it's a husband, wife, son team that runs that.

After 14 years working hard, they basically weren't getting where they wanted. They were falling into debt.

Just three months after working with us, they went through our Rapid Implementation Workshop.

They added \$40,000 in new managed services and \$93,000 in project work.

That's just in 90 days by implementing.

I'm going to share with you some of the things we did in this report.

I'm also going to share with you what we did with Tom Breuer, who was a very big skeptic, and in five months they doubled sales, more than tripled first time appointments.

Their MRR was up 27%.

So again, I get that you're skeptical, but the things that these people did are the things that I'm going to share with you in this report.

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And Ultimate Guide To IT Services Marketing

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The **ULTIMATE** MARKETING Guide For MSPs!



Two Key Points



There are two really important points that I want to make sure you understand.

I'm not saying, "Hey, buy my stuff and you're going to get rich and you're going to be popular and your wife's going to love you again. And your hair's going to grow back and you're going to be thinner."

I can't make that claim. I can't guarantee you're going to get any results if you buy my program.

I don't want to guarantee that. Nobody can do that.

- I don't know anything about you
- I don't know your client base
- I don't know your situation
- I don't know how much time you have to work on implementation
- I don't know your competition

I just really want to distance myself from those people who make these outrageous claims.

The second thing is, like I said before, I'm not suggesting you don't spend money on marketing.

I think most MSPs grossly underinvest in marketing quite honestly.

I know I'm biased. But I don't get paid on your marketing spend.

There are agencies that take a percentage of your spend. That's how a lot of the Google pay-per-click guys work.

So, if you spend \$10,000 a month on marketing, they're getting 10% of whatever your spend is. They're obviously incentivized to get you to spend more.

I don't get a note from Facebook or the postal service or the printer or LinkedIn if I show you how to do those campaigns. I don't get any benefit from that.

Two Important Points:

1. I'm NOT guaranteeing that buying my program will get you these results – or any results.
2. I'm NOT suggesting you shouldn't spend money on marketing – far from it!





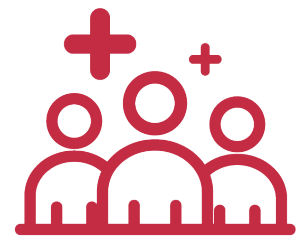
You've just got to know that I think you should spend more based on results.

Because if you've got something where you spend \$5 on your marketing and it brings you \$10 in return, why would you put a limit on a budget on that? It doesn't make any sense.

I mean, if it's not delivering a return, you shouldn't be spending a dollar. There should be no budget for things that don't deliver a return. That's why I just want to make sure you understand that I'm not against spending money.

But like I said, we're going to share with you six ways where you can get more clients, more money, more revenue, and we're going to get into that now.

Why NOT Just More Clients



One of the things I want to point out is, when I talk to most MSPs, one of the big mistakes they make about marketing is they just want to get more leads, more new clients.

People don't call my office and say, "Hey, Robin, how do I do better QBRs with my existing customers and cross-sell and upsell them better?" Nobody asks me that.

Nobody says, "Robin, do you have a system for taking the inbound leads we're getting and closing more of them at a higher price point?"

Almost everybody just thinks in terms of, "I want more clients."

Again, I'm not against more clients. That's not what I'm saying. But that shouldn't be the only thing you think about.

If your only goal is just to get more leads, more clients, more leads, more clients, one of the problems you have is a disintegration of quality.

I mean, if you've got 20 clients right now, it's relatively easy to maintain a standard of excellence in quality control. You know the conversations that are going on, you know all your clients.

But you start getting into 2,000 customers, you're not going to have that same

relationship. You're not going to have that same level of quality.

Even McDonald's at some point in their trajectory of growth had to realize that the bathrooms weren't going to be clean all the time.

So, you've got to understand that, as you grow, more clients is not always the ultimate goal.

You also multiply your risk and your problems. If it's just more clients, more clients, more clients, you've got to onboard more of them.

You get erosion of profits sometimes if you're just trying to get more new clients...



Getting a new client in the door is the single most expensive thing that you're going to do in your business, guaranteed.

Maybe you know this already, but I think most MSPs grossly underestimate this. For the average MSP that we're working with, the average cost per lead is around \$400 or \$500.

Depending on their close rate, it could cost anywhere from \$1,000 to \$2,000 in just marketing costs to get a customer.

So, it's very expensive to get a customer.

Then, the more you saturate a market, the more expensive it gets to get a customer.

It's as simple as that. You hit market penetration, you get beyond 10% market share, you're digging in hard ground.

You're either going to have to expand your market, change who the customer is or you're just going to have to be spending more and more to get customers.

It also requires looser criteria of who you accept as a client. Because again, you're going to run out of rope at some point in your market area.

If you say, "I just want businesses in Nashville," for example, after you've saturated Nashville, you're going to have to either expand who you want as a customer – so maybe you

Why NOT Just "More Clients"?

- Disintegration of quality
- Multiplication of risk and problems
- Erosion of profits
- Requires a looser criteria of who you accept as a client



want to go after home users – or you’re going to have to expand geographically.

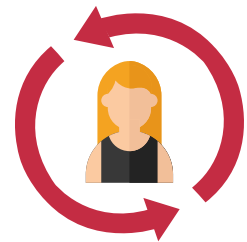
All these things happen with more clients, more growth.

The other thing is, it’s just not strategic.

I want to show you something I think you’re going to find really interesting. This will show you why you don’t want to think just in terms of more new clients and new lead generation.

If you look at marketing and you break it down into three major systems:

-
- **The first one is Lead Generation And Client Attraction. That’s all the things you do to get new customers.**
-
- **The second category is your Lead Conversion And Sales. That’s after you get a lead, how do you develop that lead to get to the point where they actually want to book an appointment?**



Then, when they book an appointment, what’s your process to actually get them to be a customer?

It’s not just when the lead first comes in and they become a customer because not all leads become customers.

You may not realize this because you possibly aren’t doing a lot of lead generation, you’re getting referrals, and lot of them turn into customers.

But, when you’re doing lead generation right, the goal of a marketing plan isn’t to just bring in an on-fire, ready-to-buy customer today, although you’ll get some of those.

The goal of a good marketing plan is to build this pipeline of getting ready-to-buy customers and start backfilling that so that the flow of new customers actually increases.

It’s a matter of how you’re developing the lead, the drip marketing you’re doing,

the follow-up processes, your sales process. So, that's also a whole other system in your marketing plan.

-
- **The third one is Maximizing Client Revenue. And you can do that through increasing your price point and by upselling additional solutions.**



A lot of our clients make money going back to their existing clients, upselling them more sophisticated cybersecurity tools and solutions.

Not only is it a good profit center for them, but it's good for their clients.

Also, cross-selling them other services, like selling them phone systems or application development or printer leasing or website design. It runs the gamut of all different kinds of things and even getting referrals.

If you just focus on one of these categories, let's say lead generation, and you only get a 10% increase in lead generation, that's going to turn into a 10% increase in that category.

But if you can get a 10% increase in all three, it's not a 10% increase. It's a 51% gain.

Let me show you what I mean.

Let's say, for example, you're getting five leads per month, that's 60 a year.

If we do some better marketing and we just get a 10% increase, which is not crazy, then instead of getting 60 leads per year, we get 66 leads per year.

But in addition to that, instead of getting two clients per month, we do things with the follow-up process and the pre-sales meeting materials, and we have a better close rate, we have better marketing materials, social proof, all these things.

So, we bump our close rate from 40% to 50%.

That even includes following up with leads that come in, because a lot of MSPs don't follow up with leads really adequately or at all.

There are many that have been in business for 10, 20 years, and they don't even have a list.

That's just because over the years they've had leads, but they've never captured them, never nurtured them. They're not doing drip marketing.

So, if we do all that, and now we're getting 50% becoming customers instead of 40%, which again is not radical, we've now multiplied the number of leads and we've multiplied the number of clients.

Then if we bump your prices and we make every client more valuable... because we either raise your rates or we cross-sell, or we sell managed services instead of break-fix or whatever it is, like we do all these other strategies... now, instead of your average client being worth \$1,000 a month, they're now worth \$1,100 a month.

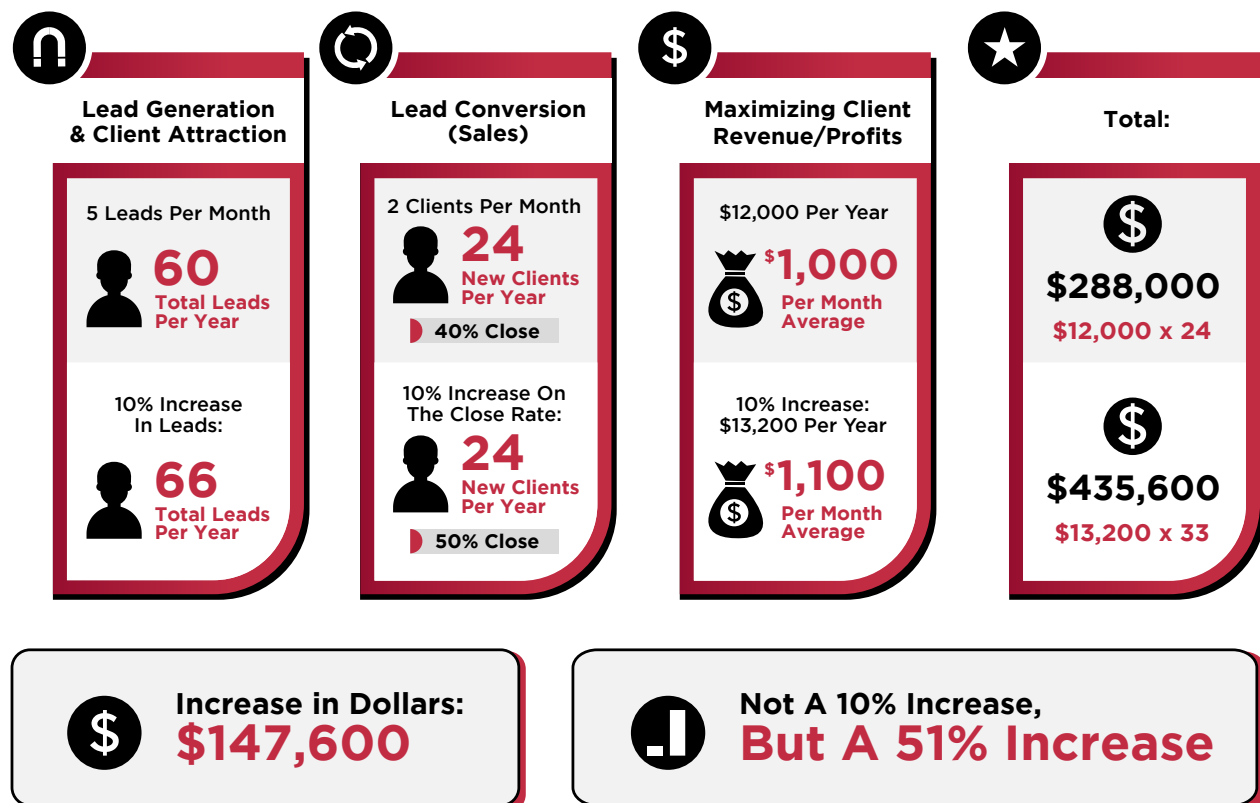
If you do a 10% increase in all three of those categories, it's not a 10% gain, it's actually a 51% gain.

So, with five leads that turn into two clients per month and \$12,000 per year average, you're getting about \$288,000 in new revenue every year.

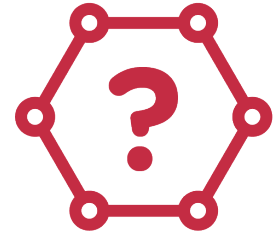
Now, if we do a 10% increase in each, that turns into \$435,600 in sales.

That's an actual \$147,600 increase.

That not a 10% increase. **That's a 51% increase.**



Strategic Questions



So, the question you want to ask is not just, “How do I get more clients?” although you want to.

But you want to figure out where’s your money really coming from.

Maybe you ought to get rid of some of those cheapskate clients. That’s a benefit of having good lead generation marketing.

You can actually fire the ones that don’t pay on time, that don’t appreciate you, that are low margin, low profit, and sucking up all your resources.

How do you double profits without adding another single client? That’s a good question. I’m going to show you some ways to do that.

How do you make every customer worth two times what they are today or five or 10 times? I’m going to show you in a minute here.

Who would pay me access for my clients? That’s another one. It’s called toll position income. And that can be done in a number of ways, whether it’s sponsorship or JV partnerships or affiliate relationships.

What’s something you can develop and sell that’s really scalable and an entry into a more profitable backend sale? I’ll give you just a quick example, but we’re going to cover more of this.

I have a client that sells network documentation for under \$10,000, but he goes to big organizations and most big organizations don’t have network documentation, even though they need it.

If they go to most IT providers, they’re going to charge \$50,000, \$60,000, \$70,000 to do that network documentation. He goes in and charges just \$10,000, which is basically barely breaking even for it, but that gets him into every single client. Then he develops customers that way.

That way he’s not going in saying, “Hey, let us be your IT department.” He’s developing a relationship.

More **STRATEGIC** Questions To Ask Than “How Can I Get More Clients?”

- Where is my money (profit) REALLY coming from?
- How do I double profits WITHOUT adding another single client?
- How do I make every single customer worth 2x what they are today? 5x? 10x?
- Who would pay me for access to my clients?
- What’s something I can develop and sell that is HIGHLY scalable AND an entry into bigger, more profitable back-end sales?
- What am I doing TODAY to build “future bank” and equity, not just more sales, more clients?



So, you want to think strategically more than just, “How do I get new clients?”

But something like that is scalable. It’s easy to do. It’s something that is easy to sell and gives them entry into bigger, more profitable backend clients.

Or what am I doing today to build future bank and equity, not just more sales and more clients? That’s really like selling recurring revenue solutions or doing the things that I was just talking about.

So, these are the more strategic questions that you want to ask.

Business Development



What you’re really trying to do is business development and, again, most people don’t really understand business development. They think it’s just again more clients, but it’s not that.

It’s actually designing your business so that you maximize your profits so that you can either take them off the table and enjoy a bigger income, or you can reinvest and hire more salespeople and marketing people and invest in marketing and growth and tools and training and leaders, really good people who will run the business for you so it’s not all dependent on you.

You want to think about scalability, not just more clients, but what’s scalable.

How do you build stability and sustainability? That’s really key and equity again, not just more clients, more sales.



The reality is you don’t go from \$500,000 to \$5 million revenue or \$5 million to \$20 million by doing more of the same thing.

If you’re trying to grow your business and you’re stuck, there’s a good chance that you’re just trying to do more of what you’ve already done.

Six Strategies



I'm going to talk about six strategies. There are more of them, like this topic of business development, I could spend three days on. But I want to give you some really quick things to think about, and I'm going to give you the high level, and then we're going to dig into each one.

One is you make every client more valuable, cross-sell other solutions.

For example, upselling cybersecurity solutions.

We'll cover fueling referrals, raising your prices without raising your prices, like offering some sort of a premium offering.

Others are increasing your close rate and implementing a no-fail follow-up system.

These are the things that we're going to talk about, and I'm going to just take them in order.

6 Strategies Summary:



1. Make Every Client More Valuable
(Cross-Sell Other Solutions)
2. Upsell Cyber Security Solutions
3. Fuel Referrals
4. Raise Your Prices Without Raising Your Prices
(Premium Offering)
5. Increase Your Close Rate
6. Implement A No-Fail Follow-Up System



#1 Make Every Client More Valuable

The first thing I want you to do is think about is how you can make every client more valuable.

The way you do that is you sell other solutions to them. Now you don't need 100% of your clients to buy 100% of these things.

For example, if you sell phone systems and 30% of your clients buy phone systems from you, that's great.

Maybe not all of them will buy documentation. Maybe you already include that in your managed services.

I get that not all of this is going to be applicable.

But what you want to do is sit down and think to yourself, "How do I own or be an



influencer of everything with an on/off switch in my client's environment?"

So, what else are they buying that is IT-related that you could either sell, or you could even introduce them to a strategic partner of yours that's giving you a cut.

For example, people come to us and all they sell is phone systems. And they're like, "I want to get into this managed services game." Sometimes what we'll do is we'll pair them up with an MSP in their area that's not selling phone systems and they cross-pollinate each other's lists.

Sometimes you can create a strategic partnership or an alliance.

Sometimes it's just a matter of finding a vendor that you can trust, like document imaging, printers, and copiers.

I have clients that sell physical security devices and cameras because they sell cybersecurity, and a lot of their clients are buying those physical devices that protect like the key lock fobs and the cameras and the backups and all that. So, they started selling those things.

What's cool about this is when you sell any one of these things, what it gives you is another entry point for a new customer to come to you. It gives them another door to walk through.

I don't know if you have one of those big mega gyms nearby. We've got Lifetime Fitness here. It's a big mega gym.

They have everything from weight training to fitness classes, CrossFit classes, spin classes, yoga classes. They've got basketball games you can be part of, they've got a running club, a cycling club, they've got an outdoor pool, swim lessons, aqua fitness aerobics. They've got weight management classes you can be part of. They've got a kids' area and they've got kids' classes. They've even got a salon on site where you can get your hair done, your nails done and a massage. They've got sports and injury therapy, all these things.

If I'm a CrossFit gym, then if people want to lose weight and get in shape, some people won't join a CrossFit gym because they can't do CrossFit. So, they'll go to Lifetime because, inevitably, there's going to be something they can do.

Some people go to Lifetime because they like the fact that they have kids' aerobics classes and fitness classes, or they might go because they like the variety of things to do, or they might join because they want to be in the running club and occasionally lift weights.

Other Solutions And Services To Consider Selling:

- Phone Systems
- Cyber Security Solutions
- Dark Web Monitoring
- Cyber Security Training For Employees, AUP
- Documentation
- Print Management, Printers/Copiers
- Document Imaging Solutions
- Physical Security, Cameras
- Mobile Device Management
- ISP Services
- Web Hosting
- Web Design, Development
- Application Development
- Line-Of-Business Apps, Customization And Development
- End User Training
- What ELSE Do Your Customers Need And Want To Buy?





The more doors you have for a prospect to walk through, the more prospects you're going to get.

When all you sell is that you're an outsourced IT department, you're going to get some customers. But what if somebody is in a contract or already likes their IT provider? Well, if all you have to offer them is a competitive service, you might not ever get that client.

But if you're offering phone systems, if you're offering print management and copiers, if you're offering physical cameras and mobile device management, ISP services, web hosting, and web design, all these things, you have other doors to get new customers and then you have other things to sell your existing customers.

Now, your average recurring revenue might go from \$1,000 up to \$2,000 or more.

For example, with our Producers Club members, we notice the average MRR is somewhere around \$2,500 a month. If you go out to the industry, it's somewhere near \$800 a month.

These are members who are far more successful. They're making more money because they're not trying to just get new customers, they're giving other services.



Like Evan Desjardins of Roundtable Technology used the "Good News, Bad News" campaign we have in our Toolkit to convert 17 break-fix clients to managed services adding \$21,595 per month in recurring revenue.

He then used another campaign to attract \$36,000 in recurring revenue from existing managed services clients by upselling them cybersecurity.

So, just those two campaigns generated \$58,000 plus in monthly recurring revenue.

Those campaigns didn't take a year to trigger. I think it was in a six-month period that he did this.

So, this is what's possible. I mean, 17 clients is not a whole lot of clients to have, but he converted almost all of his break-fix clients to managed services. He then went to his existing managed service clients and sold them upgraded cybersecurity.

Again, why this is important is because there's no customer acquisition costs.

These people know, like, and trust him. Every client becomes more valuable.

Sales are easier to generate because if you have a good relationship, it's going to be easier to close an existing client on a managed services deal than go out and get a new managed services client.

It makes clients stickier and more loyal. It keeps other MSPs from getting in the door because you don't want one of your clients going to another MSP and buying a phone system.

Now, suddenly, they're in your client's back door. And you don't want that.

So, offering these different solutions also creates a fence around your customers.

Clients are happier. They like to have "one throat to choke." They don't want five different vendors.

Note that you don't have to do the work.

You can partner with other people and other vendors.

Part of what we provide our members is vendors who can provide these solutions, they can turnkey it for you. You can do it in-house. There are options for you. So that's one way.

Why This Is **Important** Beyond The Sales Generated

- There are no customer acquisition costs
- Every client becomes more valuable
- Sales will be easier to generate (IF you have a good relationship)
- It makes clients more loyal, stickier
- Keeps the wolves in sheep's clothing out of your field
- Clients are happier to have "one throat to choke"

NOTE: YOU don't have to do the work! Partner with someone to fulfill
BUT have the money go through you.



#2 Upsell Advanced Cybersecurity Solutions

Strategy number two is upselling advanced cybersecurity protections.

This is one of the things I think is really key right now. If you have clients on managed services, you may have had those clients for five years, 10 years or more, and you have possibly never really revisited what they're doing.

Things you can bundle or sell á la carte include advanced end point protection, if they don't have it, or a more robust backup solution.

Another is dark web monitoring. If you're not doing that, ID Agent is one of the vendors that we recommend.



You can also offer acceptable use policy development or enforcement.

If these are things that you're not offering right now in your managed services agreement, these are things you could go back and bundle and sell.

Others include cybersecurity training, dual factor authentication. That's a big one, go back and sell them a Duo or something like that. You could also offer compliance solutions.

These are all upgraded cybersecurity protections you can put in place. Even talking to your clients about disaster recovery, which is when you fail over, like you get a flat tire, you put the little doughnut on so you can get home or to a repair station. But then there's fail back. That's when you've got to have the tire replaced.

Talk to your clients about putting that disaster recovery plan in place if they got hit with ransomware or a cyber-attack.

Talk to them about insurance. Maybe you don't sell insurance, you'd have to partner with somebody to do that, but these are all things you can do.

There are a lot of cool vendors out there, the stuff that's coming out for cybersecurity for small businesses is pretty amazing. Smaller MSPs can offer some of these really sophisticated solutions and services.

You really want to be up to date on these things. Trust me, it's good for your clients. It's good for your bottom line and also for protecting your clients.

For example, Leah Freiman, who's one of our members, from ItCon in Spring Valley, New York. In the middle of the pandemic, she was able to generate \$43,000 in new recurring revenue and \$230,000 in projects.

All she did was go back to existing clients and upsell them better cybersecurity solutions. She's in New York. So, I mean, talk about ground zero.

She had to do this all remote. She was just calling on Zoom meetings. She did this all during the pandemic and added \$1.5 million in sales during 2020.

She had to homeschool her kids because everything was shut down. She has six kids and had to battle with cancer. That was what she went through, but still was able to add \$1.5 million in sales and over \$1 million net.

That was because purely because she went back to existing customers. She put together better cybersecurity protection. She bundled it together, went back to her

Bundle Together Or Sell À La Carte:

- Advanced End Point Protection
- More Robust Backup Solution (Datto)
- Dark Web Monitoring
(I Recommend ID Agent; Tell Them You're A Client)
- AUP Development, Enforcement
- Cyber Security Training, AUP Training
- Dual Factor Authentication
- Compliance Solutions



customers and sold it and they bought.

So, if you're not doing this, I'm telling you, don't get in your head, "My clients won't spend the money. They won't buy it."

When I talk to people they are sometimes like, "I brought it up to them five years ago, they flat out told me no." Or "You don't know that guy. He's a cheapskate."

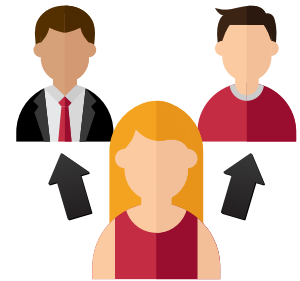
That's what I hear. I just tell my clients to run the campaign because we have campaigns. I'm like, "Just send the email. I'll do a \$100 bet. If it doesn't work, I'll pay a hundred bucks, but just humor me and send it out." And lo and behold people buy.

So, these are areas of opportunity. Yes, you've got to position it right; yes, you've got to package it right; yes, you've got to sell it. That's what our Toolkit is.

Leah Freiman and what she did is an example of absolutely what is possible.

#3 Fuel Referrals

Number three is fueling referrals. Obviously, most MSPs get them. They are the lifeblood for most MSPs. You love them when you get them.



But the question I have for you is what are you doing specifically and intentionally to fuel referrals? Do you even bother to ask?

When somebody gives you a referral, how do you reward the person that gave you the referral, even if that customer doesn't buy? Because you want to reward the behavior.

If you do get a customer, what do you do then if they give you a referral, do you go back and ask for more?

If they don't give you a referral that might be a sign of something as well. It might be a sign that they don't have any friends. But it could also be a sign that they're not happy.

You want to think about this.



If you could get every customer to bring you just one new customer a year, you would double your business every year.

But it's not going to just happen automatically.

You can't be like vulture marketing, where you sit and wait for something to die in front of you and you go jump on the carcass. You've got to actually do things to fuel and ask for referrals.

One of the ways to do it is to ask at the initial sale. I know you think this is crazy, but when you get a new client, part of the sales process could be, "We love having you as a client. If you can introduce us to three friends, I'm going to waive this initiation fee, or I'm going to give you a discount."

You'd be surprised. Not everyone will do it. But a lot of people will start opening the virtual Rolodex and start giving you names of people.

If you're not doing quarterly business reviews, you should. If it's not quarterly, it's semi-annual, whatever it is. You should have those client meetings to get not only cross-sell and upsell but to have happier clients and to get referrals.

We've got systems and processes. You need to know how to have those. Make sure you're doing it. Ask for referrals.

You should have an abundance of five-star reviews too, because people will actually feel better referring you and be more comfortable.

If I go to search for the name of your company, have you claimed your Google My Business? Do you have reviews? Are they good? Or do you have no reviews, or you haven't claimed it? If I search on your company, can I even find your website?

You want to make sure that that there's a lot of reviews because there's a comfort in people referring when they know you've got a lot of good reviews.

A Few Ways To **Fuel** Referrals:

- ASK; At The Initial Sale And At Every QBR
- Have An Abundance Of 5-Star Reviews And Testimonials (People Feel More Comfortable Referring If You Have Good Reviews)
- Publish A Monthly PRINT Newsletter And Run Referral Contests, Highlight Clients Who Have Referred That Month And Offer INCENTIVES For Referrals
- Put A Referral Quota On Your Reps
- Canvass Buildings And Office Parks Of Your Current Clients



It's easier to get someone to buy from you than it is to get them to refer you.

If you think about it, there are probably vendors that you frequent that you're not happy with, that you buy from them, but you wouldn't refer them.

For example, the other day, a friend of mine asked me if I knew a good pool company in the area because they know I have a pool.

I told them the name of the guys I use but I said, “I’ll tell you right now. I hate these guys. They suck, they have broken our pool twice. We had an issue where we had to replace an entire pool heater because they didn’t winterize it properly. It was their fault. It’s a big, expensive piece of equipment and they fought us over it. We had to really push to get it done.”

I am telling the person this story, but I pay them every month to maintain our pool. I’m an idiot, I guess, but I think they all suck, and I don’t know who to get.

My point is people feel better if they see a lot of other people referring. If they see other happy client reviews, they feel more comfortable referring.

So, you’ve got to earn the referrals.

You should publish a monthly print newsletter as well as an email newsletter and run referral contests.



You want to highlight clients in your newsletter that have referred, “Thank you, Bob Jones, we got a referral. Your \$100 gift card is on the way.”

Maybe you have a referral contest. We’ve run referral contests and given away all kinds of things – Peloton bike, Yeti coolers, free membership, all these things. And man, people will work for that.

If you have sales reps, put a quota on them, especially if they’re customer service. You could even do this with your techs, because your techs are engaged with your vendors all the time.

Just talking about my pool company, this is one of the things they actually do right. They don’t get anything from me because I’m not happy with them, but it would work if they had good service.

But what they do is the guy that comes out to service our pool has this little card and you can refer and give the guy who does the maintenance a review and a referral. And he gets some kind of bonus for it.

So, if you like your tech, basically you’re doing them good. If you can refer somebody, they get a bonus or something like that.

The pool tech is not a sales guy, but he just hands me this card and he’s not pitching

me. He just leaves it behind half the time. They come out every week to maintain the pool and they just leave it behind with their paperwork.

You could put a referral quota on your reps, you could put it on your techs.

Another way is canvassing building parks in the area of your current clients.

So, you've got a client in a building, go walk in the offices of the other businesses that are there and say, "Hey, we were just at Robin Robins' office right down the hall from you and I just wanted to drop off my business card."

Maybe have a little gift bag, with a mug with your logo on it. And it's got a voucher in it for a free service call or something. Just be creative.

These are all ways that you can fuel referrals.

#4 Raise Your Prices Without Raising Prices

Let's talk about raising your prices. This is another one everyone insists they can't do.

But once I get a hold of them, I actually can get them to do that.

So, how to raise your prices without raising your prices is, one, you can offer a premium version of what you sell.

Now, a lot of people don't think this is something you can do. But, when you go in to propose a solution, first of all...



Never sell a client anything less than they need.

I want to just put that on the table.

But you could always go into a prospect and say, "Okay, we've assessed your situation. There are two plans we can go with, and both will solve your problems. Plan B is our white glove premiere servicing. It includes after-hours support; you get priority service from our highest-level techs."

Maybe it includes disaster recovery. So, “If you ever get hit with ransomware or have a fire or flood and we have to rebuild your network, that’s not a billable event that’s included.”

There’s a lot of things you can include in that high level. Maybe it includes some of those advanced cybersecurity protections. Like, “We’ll develop your acceptable use policy, we’ll do documentation of your network.”

Again, it’s up to you to decide. I’m just throwing ideas. But you want to have two.

Because it does a couple of things. Number one, when you go into close a sale, it should never be, “Here’s your plan, take it or leave it.” You never want that.

The close is, “Which one are you leaning towards? Which one do you feel more comfortable with? Which of these plans do you think is more what you would want?” That makes the close easier.

The second thing, by having a premium price, if it makes any sense at all, 15% to 20%, up to 30% are going to buy it automatically just because you offer it, just because of who they are. Like some people will always fly first class.

So that’s a way of raising your prices without raising your prices.

Now, if you find you present these two plans and everybody’s taking the premium version, like 80% are taking the premium version, that’s a signal that you can raise your prices.

Then you raise your bottom level one up to the premium and you create a new, higher level premium price.

If it’s designed and presented well, like I said, roughly 10% to 30% are going to buy it.

That instantly raises your fees.

For example, let’s say you were typically getting \$1,000 per month, that’s generating about \$12,000 per year.

If you add a premium offering and it’s \$1,500 a month, that’s \$18,000 a year.

That puts about \$6,000 more in your pocket. So, that’s why you want it.

How To Raise Prices **WITHOUT** Raising Prices:

- ✓ Offer A PREMIUM Version Of What You Sell That Is At Least 40% To 50% HIGHER Than Your Standard Package
- ✓ If Designed And Presented (Sold) Well, Roughly 10% To 30% Will Buy It, Instantly Raising Your Fees

Example:

Standard Fees: \$1,000/Month = \$12,000 Per Year

Premium Offering: \$1,500/Month = \$18,000 Per Year

\$6,000 MORE In Your Pocket Per Client





It's a way of raising your prices without raising your prices. It's a way of helping you to close more deals.

When you have that premium offering, it's also a way of showcasing other things you can do that might not be included in their plan. So, they don't make this assumption that, on the weekends, you're available within 30 minutes of a phone call or something like that.

You can reserve those kinds of services. Like maybe you always offer after-hours and weekends, but maybe for your premiere clients, you guarantee response in an hour. Whereas at nights and weekends, the others might get a three-hour or six-hour response.

That's not to say that you have to wait around six hours to respond to a client if that's the case. It's just a way of separating value and demonstrating that value.



Again, it's a way of raising your prices without like appearing to raise your prices. It makes the close easier because it's which one, it's an either/or rather than take it or leave it where they could say no or yes.

So, there's a lot of reasons why you want to do that.

Now let me share with you a case study on this, which is Charles Swihart. When he came to us, his situation wasn't that great.

But he sent me this email saying, "We live in a \$600,000 plus house, we are about to cashflow our daughter going to Samford University. We're debt free."

Now, he's almost paid off his mortgage. He told me he's writing big checks for house painting and driveways. He lives on a small farm, and he's revamped everything.

He continues, "In the past two years, we've made more than \$1 million. I didn't work for two weeks over the holidays. I work from my house two to three days a week. We go pretty much where we want, and we save what we want for the medical requirements."

One thing you don't know is he's got four kids who all have a very rare condition that creates a lot of medical bills. That's a whole other story.

"So, we're doing pretty good. Thank you for all you do."

And really what we got him to do is raise his prices. That's essentially what we did.

When he raised his prices, he got emboldened. He got rid of all the cheapskates and penny pinchers and everything else. And he just started selling at a higher price point. So, he's working less and making more money.

It's not hard to figure out, if you have fewer clients that represent more revenue, you don't have to work as hard for as much net profit.

What kills you is if you're way underpriced and it's head trash.



You're not asking for the money, or you're convinced that nobody will spend the money.

I'm telling you it's head trash. I've seen MSPs that are in the same marketplace and one guy can't sell managed services for \$40 a month per user. And someone right in his market is selling it for \$150 a user.

The difference is the mindset. It's who they're targeting as a customer.

#5 Increase Your Close Rate

Strategy number five is to increase your close rate. So, again, you want to have that sales process.

Let's suppose you're going on two appointments per month... the average MSP is generating less than two appointments per month, by the way... and your average sale is \$800 per month.

Over three years, that's \$28,000. Let's say your close rate is only 25%. That's the industry average.

If you only sell to referrals, I know people tell me, "I close everybody I get in front of, I don't have a sales problem. I just need more leads." I'm telling you, if I look, they're getting referrals. So, of course your close rate is at 100%.



The Massive Financial Impact Improving Your Sales Process Will Have

Let's suppose the following:

- You're going on 2 appointments per month.
- Average sale is \$800 per month, 3 years (\$28,800).
- Your average close rate is 25%.
(IMPORTANT: This is the industry average; if you sell only to referrals, you'll be SHOCKED at how abysmal your close rate is with non-referral leads.)
- With a better SALES PROCESS, we bump the number of appointments to 4, increase the average sale to \$1,000 per month and the close rate to 50%.



You're going to be shocked at how abysmal it is the minute you start doing marketing and lead generation.

It's different.

So, with a better sales process, let's say we bumped the number of appointments to four, the average sale up to \$1,000 and the close rate to 50%.

So, we go from two appointments up to four appointments and, instead of a 25% close rate, we close 50%.

Then, instead of selling it at \$800 per month, we bump the rates to \$1,000 per month. That's the new minimum.

Doing that, we go from \$172,800 a year to \$864,000 a year.

The Dollar Impact This Will Have

Before:

- 2 appointments x 12 = 24 appointments per year
- 6 sales (25% close rate)
- \$172,800 (\$800 x 6 x 36 months)

After:

- 4 appointments x 12 = 48 appointments per year
- 24 sales (50% close rate)
- \$864,000 (\$1,000 x 24 x 36 months)



That is a \$691,000 difference.

Just by improving your sales process.

Now, guess what the cost is?

The cost is zero.

Because you're just doing a better process.

- ✓ You know how to build value
- ✓ You know how to send materials in advance of the meeting to position yourself properly
- ✓ You know how to handle objections
- ✓ You know how to have that A/B option

You do strategy instead of just showing up and doing whatever. You actually have a process.

This is Hunter Farlow, "We started using Robin's recommended follow-up systems and pre-sales process and we saw a 40% increase in our close rate."

I believe they are now closing 60% to 65% of the appointments that they're going on.

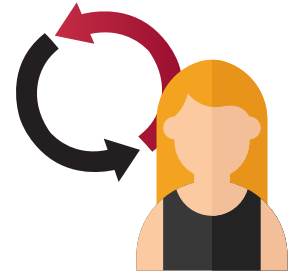
That's a big difference, before they were closing 20% to 25%.

Well, that's a lot. I mean, do the math. That's a lot of money.

So, it's really important to improve your sales process.

#6 Implement A No-Fail Follow-Up System

Then number six is to implement a no-fail follow-up system. What I mean by no-fail follow-up system is when you get a lead, what do you do with it?



I'm telling you, most MSPs are falling apart, like a cheap suit.

- There's no system
- There's no process
- There's no name capture

If I called your office right now and played prospect, would I even be able to get somebody on the phone?

For most MSPs, it would go to voicemail, which is bad. You've got a hot lead coming in and it's going to voicemail.



The number one reason why people fire their current IT company is because they're not responsive.

So, I'm not happy with my current IT company because they're not responsive.

I go on Google; I call your company and I get voicemail. Guess what I'm doing?

I'm Googling the next person. I'm calling the next guy.

So, you've got to have a way of capturing those leads and following up.

Just to give you this little statistic, a study from Harvard revealed that 71% of qualified leads are never followed up on.

How Bad Is It?



A study from *Harvard Business Review* revealed that "71% of qualified leads are never followed up on." Of the leads that are followed up on, they're only touched an average of 1.3 times.



As in never, as in zero!

And, of the leads that are followed up on, they're only touched an average of 1.3 times.

That means like one email, one phone call.

That's not a good follow-up system.

Now you may go, "Well, MSPs are different."

Here's what I'm going to show you from our research.



62% of the calls we make to MSPs go straight to voicemail.

And 14% have bad numbers, broken voicemail systems, like the mailbox is full and it disconnects. Or we get a fast busy.

These are the numbers published on their websites. This is terrible.

So, you're burning opportunity.

Burning Opportunity



Let's look at how many ways you burn opportunity.

One is a prospect comes to your website and there's no way they can opt-in.

There's a phone number. Maybe, maybe not. Sometimes there's no phone number or you've got to dig for the phone number.

There's no free report or opt-in to get this video or download this. So, there's no way for you to lead generate on your website.

That's one way you burn opportunities.

Another is a web visitor that you don't have tracked for retargeting.

We teach our clients to do retargeting. So, if someone hits a page, it triggers ads on Facebook, LinkedIn, and Google to follow you around the internet.

Retargeting works really well. And if you're not doing it, that's an opportunity missed.

Another problem is an inbound web form that doesn't work.

When was the last time you checked your "Contact Us" form or, if you do have an opt-in form that it actually is working, that the lead is coming to you?

I wish I had a nickel for every client that I go check their website and they're saying, "My website's not working."

They think it's because the design is bad or the copy's bad. But none of the forms work.


Like I fill in the form and it's broken. Or I fill in the form and the lead is getting blocked in a spam filter because it's not going into a CRM system. It's just emailing it to them. And then that email gets filtered out. It gets blocked and they don't even notice because they're not checking.

Another way you're burning opportunity is an inbound call that gets voicemail and hangs up.

Or an inbound call that's answered, but nobody asks, "What's your name? What's your company? Before I start talking to you about your problem, let me get your name and your company and your mailing address and let me get over to you our free guide on what to look for when hiring a competent, fairly priced, trustworthy IT consultant. I'm going to send that to you. It's going to talk about what you should expect to pay for IT support. So, even if you don't go with this, it's going to give you some good information. Let me send you that information package."

None of that is happening and that's all opportunities lost. Those are leads and people. If I call the office, if I can even get someone, I'm probably getting hanged up on.

Next is an inbound lead that doesn't get any follow-up. Or you send an email, maybe you send two. Then what? Nothing! You throw it away. You never communicate. This is why you don't have a list.



How Many Ways Do You Burn Opportunity?
Let's Look At Just Inbound Leads

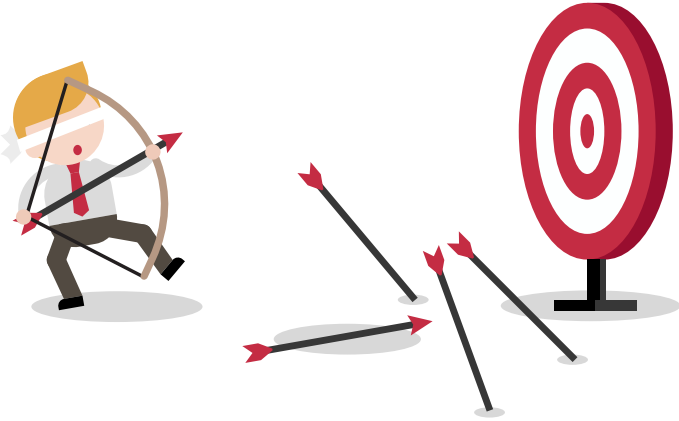
- Web visitor that is given no lead generation "bait" to opt in
- Web visitor not tracked for retargeting
- Inbound web form that doesn't work
- Inbound call that gets voice mail, hangs up
- Inbound call answered, but no name capture
- Inbound lead that gets little to NO follow-up
- Inbound lead that only gets e-mail follow-up
- Conversation (lead), no appointment set, no *real* follow-up
- Appointment scheduled but not kept, no *real* follow-up
- Referral or other lead comes in, no follow-up

Maybe you have a lead, no appointments set, no real follow-up or they have an appointment scheduled, but they cancel. And then there's no follow-up on it.

Or you have a referral with no follow-up.

These are all missed opportunities for list building.

So, if you look at a follow-up system, let's say you have some leads that would otherwise be dead. You call them, they don't book an appointment. They're not interested right now. They say, "Call me back," or whatever.



Or you go to a trade show, you get some cards, but they're not interested right now. You get a referral, same thing.

So, let's say you have 24 leads that otherwise just would be dead. If we actually do capture and follow-up, let's say in 30 days, you're going to get about eight more appointments.

Within 90 days, you're going to get four more appointments.

In six months, you're going to get three appointments.

In 12 months, you're going to get two more appointments.

That's 17 total appointments that you would have gotten that you otherwise would have just ignored.

Let's say, if you had a 30% close rate, which is not fantastic, you would get four clients.

That's an average at \$18,000 per year. Let's say there's a "whale" in there, one that's worth \$36,000 a year and two referrals. That's seven new clients.

That's \$144,000 just with capture and follow-up.

You're letting that completely leak out of your business right now if you don't have a follow-up system in place. If you're using ConnectWise or your RMM tool or something like that, it's not a CRM.

The Power Of A Good Follow-Up System:

From 24 Leads (2/Month) That Would Otherwise Be "Dead":

Within 30 Days, Actual Capture And REAL Follow-Up: +8 appointments

Within 90 Days, Proper Drip Marketing: +4 more appointments

Within 6 Months, Second Appointment-Generating Campaign: +3 more appointments

Within 12 Months, Continued Drip, Strategic Campaigns: +2 more appointments

Total Plussed: 17 Appointments

5 Clients @ 30% Close Rate (NOT A Stellar Close Rate, But Conservative)

(4 @ Average Value \$18,000/Year, Plus 1 "Whale," With A Value Of \$36,000/Year)

Plus 2 Referrals For A Total Of 7 New Clients

\$18,000 x 6 = \$108K + \$36,000 = \$144,000



Implementing A Marketing System

All new leads need to be put into a marketing system. So, let's talk about what that looks like.

One is you've got to have some kind of CRM in place now. Yes, I have a horse in the race. We sell an automation platform (www.MSPMarketingCRM.com). It's not the only one, but it's a good one.

So, something like that, you need to have a CRM / marketing automation. It cannot be ConnectWise or your PSA tool or whatever you're using. They're not CRM systems and they don't have that functionality.

Number two, make sure every lead goes into it.

The follow-up can be automated. So, when a lead comes in our office or the websites, there's an AppointmentCore link.

Like we get people come in all the time and book sales appointments automatically through the website. If you go and sign up for one of our websites, you'll see that. And then if you don't schedule an appointment, there's an automated follow-up process with emails.

There's an automated system that triggers my marketing team to make sure that leads are qualified to look at them. There's a trigger for a salesperson to make five phone calls at a minimum. There's a trigger for our front desk to mail that lead something like a physical package of information.

That's all managed by our CRM. It's all automated.

Some of the automation is reminding the front desk to send out the package. Because it doesn't lick stamps, no CRM will lick a stamp!

But it does set up tasks and reminders in a system and a process, so things happen automatically.

It kicks off this comprehensive online follow-up campaign, three to five phone calls, five to seven emails, at least one offline package.



How To Implement A No-Fail Follow-Up System:

- Implement A CRM/Marketing Automation Platform (Our program for MSPs: www.MSPMarketingCRM.com)
- **MAKE SURE EVERY LEAD** Goes Into Your CRM Where A Follow-Up System Is AUTOMATED And The Lead Can Be Counted And Tracked
- Kick Off A Comprehensive Online And Offline Follow-Up System (Should Be Automated) Of 3-5 Phone Calls, 5-7 E-mails And At **LEAST ONE Offline Package**
- If They Aren't Interested Right Now, Add Them To A Drip Campaign Online And Offline



If you get a good lead, you do not want to just do email and you don't want to just do phone call, get a package of something in their hands.

And then if they're not interested right now, add them to a drip campaign.

That's a no-fail follow-up system. It's putting them into a sales system, like a CRM of some kind with automated follow-ups.

Scott Beck, who is one of our Canadian clients said, "If we didn't have a system in place to automate the follow-up process, we'd been missing out on tens of thousands of dollars in revenue. Some people decide to do business with us right away. Others need a couple of meetings. And for some, it takes months before they realize how bad they need our service. Implementing these systems also has enabled me to grow from under \$250,000 to a million and be profitable. And now I can afford to hire techs to do the work and travel with my wife."

I think he's over \$2 million now. With some of these case studies, my clients are constantly growing. But that's what marketing automation can do.

The key is, if you don't change, if you don't do something, nothing will change.

I've shown you six ways. None of these things cost much. I guess a marketing automation platform does cost money. But you've got to have it and it's not expensive.

Let's put it this way, you've got to change your mindset.



You've got to change what you're doing, because if nothing changes, nothing changes.

The most important factor of your success is how you feel about it and also what you think about it.

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The **ULTIMATE MARKETING Guide For MSPs!**



The Most Important Factor



So, if you look at what is mindset, I want to take a minute on this, because if you're going to get more clients, you've got to look at yourself a little differently, than just thinking small.

I cover this in our events and people tell me it's one of the most eye-opening parts of the entire event.

If you look at most people running IT service firms, there are ones that are very entrepreneurial. Those are the ones that are growing and profitable.

And then you look at the operational-minded ones. We call them "techs with helpers."

Now, our logo is "Keep it R.E.A.L." and that means you want to have a business that is:



Rewarding



Easy



Attractive



Lucrative

Versus a "T.E.C.H." business, which is:



Tedious



Exhausting



Chaotic



Hard

The **entrepreneurial mindset** is like the gas pedal. "I want more revenue, more growth, more profitability. We're going to add people. We're going to add products. We're going to add processes."

The **operational mindset** kind of acts as the brakes. "Whoa, slow down. We're

implementing the EOS system. We've got to implement that before we can do marketing. We've got to hire a tech. We've got to get the system in place. We've got to figure out our pricing model. We've got to figure out our RMM tool," whatever it is.

And they're constantly like this because when you run a business...

- There's always something you've got to figure out
- There are always operations that are never perfect
- There's always a new tool
- There's always a new thing

So, if you wait to do marketing because you've got to get this other thing done, that's why many of the MSPs out there stay small.

It's not because they're dumb. They can do this.

It's just a matter of preference of how they want to behave and choices they make.

The entrepreneurial mindset focuses on what will sell. Let's go to our customers. What do they want to buy?

Whereas the operational is more focused on, what can we deliver today? "Well, Robin, you understand we're small. We can't be offering all these fancy schmancy cybersecurity things. We're small. We can't do that. We can deliver a real easy break-fix. That's where we feel comfortable. That's what we know how to do."

See, the entrepreneurial mindset is going, "Yeah, that's where we are today. But we're looking down the road of where we want to be."

That's why the entrepreneurial mindset frustrates the tech mindset, because the tech and the operations are like constantly, "I want best practices. We've got to slow things down. We've got to be more meticulous."



You can't drive a car forward if you've got your foot on the brake.

The entrepreneurial mindset likes sales and marketing, where the operational resents it, or they just tolerate it.

The real entrepreneurial mindset likes to go fast. They want to see results. They make

decisions and move on those.

Whereas the operational likes to go slow. They're constantly kicking the can down the road. "Well, let me think about it."

We just had a call with a guy who got a little upset with my sales rep. He had come to us three years prior, a one-man-band, saying he wanted to do marketing and he wanted to grow but he didn't buy.

He's like, "I've got to get my operations in order."

Three years later, he's coming back and we're having the same conversation and he still doesn't buy. He says, "I can't spend money on marketing. I've got to get my operations in order."

It's three years ago. It's the same conversation.

He's so adamant that we can't move ahead. So, he's not ready. He's stuck.

And until he figures out how to get beyond that and be a little more gas pedal and focused on what's going to sell and does some sales and marketing, he's not going to get out of that.

Again, he's not dumb. These are emotional reasons. This is head trash. This is how you feel about it. People are fearful.

But you've got to be more entrepreneurial in your thinking because entrepreneurs want to be innovative where techs just want to focus on what everyone else is doing.

And the entrepreneurial mindset... this is a big one... they're always finding ways to make something work whereas the operational will tell you 10 reasons why something won't work.

There is no money in sitting there and telling me why direct mail won't work or telemarketing won't work. Or "We can't put a CRM in," or all these things.

Because all that is, is you get to keep your excuses.

You get to keep your limitations. You fight for your limitations.

I'm not saying any of this is easy, but...





The more you can move to being more entrepreneurial in your thinking and behaviors, the more money you're going to get, the more success and growth you're going to have.

So, you've got to really define your role. What is your role and how are you behaving?

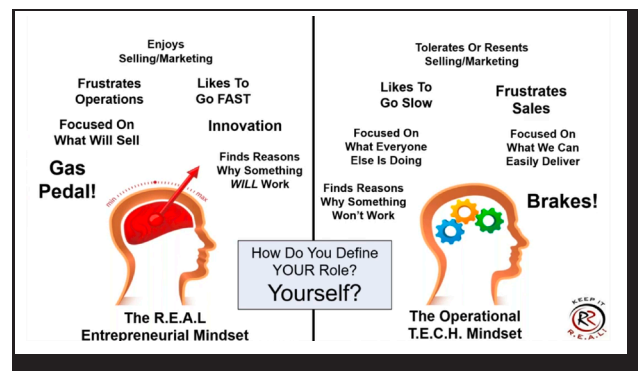
Because if you're running an IT business, you're a little bit of both.

You are probably the salesperson, but you're also operations.

So, it's like the Devil Angel.

You get in front of a prospect and you're excited because they have a big project. But the operations part of you is a little nervous about this.

You know you've got to fulfill. So, you slow down the marketing, so that it's easier to fulfill.



So, the mindset is really important.



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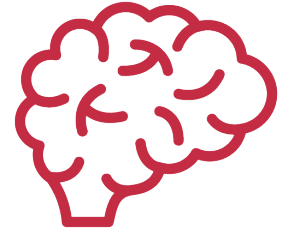
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The Mindset Of Failure



The mindset of failure will keep you small and you'll never get beyond a tech with helpers.

And by the way, if that's what you want, I'm not here to say you're wrong. Just make sure that it is what you want.

But if you keep insisting you're a tech and that you can't be good at sales and marketing, well sales and marketing is a skill. When you were born, there wasn't a pre-ordination that said you are a tech, and you will forever be a tech.

Because being a tech is a skill you learned. Well, marketing and sales is a skill you can learn.

Another idea is we shouldn't have to do marketing. "We just have to be great at what we do, and then clients are going to come to us."

Well, good luck with that. You know, 80% of the industry is under a million in revenue and a lot of them are good. They do have loyal clients. They have happy clients. That doesn't mean you're going to grow. You can't grow on the back of referrals alone.

They might say, "I have to get my operations in order first, before I can do any marketing," or "I've got to get this technology," or "I've got to do whatever I've got to implement."

It's always something. You're always kicking that can down the road.

And then, "I don't have any time or money to do marketing right now." Well, I just showed you some ways you could do marketing without a lot of money. Or they say, "I can't afford to do marketing."

These are just beliefs that people hold or limitations they cling to.

It's just like when Luke said, "I don't believe it," Yoda said, "That's why you fail."

The Mindset Of Failure: Why Most IT Services Firms Never Get Beyond Being A "Tech With Helpers"

- I'm a TECH and can't be good at marketing/sales
- I shouldn't HAVE to do marketing; if we're just great at what we do, clients will come to us
- I have to get my operations in order FIRST before I can do any marketing
- I don't have the time/money to do marketing right now
- I can't afford to do marketing



Next Steps



So, what I would invite you to do is go to:

www.ToolkitLive.com/ultimate

Get the **free resources**,
sign up and have a
conversation with us.

FREE! →

The **ULTIMATE**
MARKETING Guide
For MSPs!



Maybe we're not a right fit. I don't know. But at least be open-minded to explore it. At least be willing to look at this, get the free resources and learn some things.

Many people ask me, "What's the one thing I should do in marketing?" My answer is, number one, **get an education**.



If you know what good marketing is and you know how to implement good marketing, the rest solves itself.

The problem is you're asking about the one thing because you don't know what the one thing is. So, your first thing is to get educated.

You've got to know:

- ☒ What **good marketing** is
- ☒ How **it works**
- ☒ How to **implement marketing systems**
- ☒ How to **hire marketing people**
- ☒ What a **good offer** is
- ☒ What a **good headline** is

You've got to learn these things. It's a skill and it can be learned.

That's really what's in my Toolkit, but I don't want to go too far down the road. What I would say is you sign up for this, get the free resources, sign up for the one-on-one consultation.

And trust me, I'm telling you, at least explore this.

I've been around for 20 years for a reason. We've got a lot of clients. We're the largest we are for a reason.

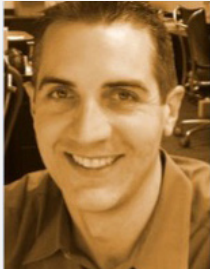
I'm not saying that if you don't buy from us, you're an idiot. I'm not saying that at all. But it's a proven system. We have been doing this for a while. I do have a very good, solid track record.

If you want to grow and you want to get more clients and you want to make more money, then this is the way to do it.

And again, this is free.

So, sign up, have a conversation with us and then make a determination of what to do at that point.

What Have Other MSPs Accomplished Using Robin Robins' Marketing?



Tom Andrulis ▪ *Intelligent Technical Solutions*

”

“When I first bought into Robin’s program, I spent the first few years mentally denying the fact that I needed to DO the marketing she was telling me to do. (It’s amazing how stupid I can be...) Once I accepted that, we got to work on sending out her campaigns, and before I knew it, our company grew from **\$1.7 million to \$3.9 million in 12 months!** Today we’ve crossed the \$10 million mark and we’re still using Robin’s methods to grow.”



Stephanie Groot ▪ *Windstar*

”

“After 14 years of working hard and getting nowhere, we were quickly falling into more and more debt. But after working with Robin for just 3 months, we added **\$40,282 of NEW managed services revenue and \$93,240 in project work**, generating MORE results in 90 days than in all of the prior year!”



Tom Breuer ▪ *Computer Magic*

”

“At first, I was a HUGE skeptic. But in 5 short months, we have already doubled our sales leads and more than tripled our first-time appointments with new prospects. On top of that, our **MRR is up 27% compared to where we started**. With these results, I put my trust in Robin... She’s definitely the expert in marketing!”



Evan Desjardins ▪ *RoundTable Technology*

”

“Using Robin’s ‘Good News, Bad News’ campaign, we converted 17 break-fix clients to managed services to add \$21,595 per month in recurring revenue. Then I used another campaign to EXISTING managed clients and added an additional \$36,659 in recurring revenue, **giving us an additional \$58,253 per month in recurring revenue all from existing clients; money we were leaving on the table until Robin got ahold of us!**”



Leah Freiman ▪ *ItCon, New York*

”

“In the middle of the pandemic, I was able to generate **\$43,000 in NEW recurring revenue and \$230,000 in projects going back to existing clients** and upselling them much-needed remote cyber security protections. In total, we added \$1,573,896 in new sales and grew NET profits to over \$1 million in 2020 – while home schooling our kids and me going through a battle of cancer.”



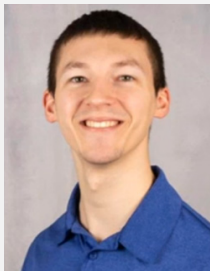
Charles Swihart ▪ *Preactive IT Solutions, LP*

”

“We live in a \$6000K+ house. We are about to cash flow our daughter going to Samford University in Alabama later this year. We are debt free but the mortgage. We are writing big checks for house painting, driveways, etc. and not borrowing any money for anything hopefully for the rest of our lives. **We have more cash than we’ve ever had before. In the last two years we’ve made more than \$1M.** I didn’t work for two weeks over the holidays. I work from my house 2 or 3 days/week. We go and do pretty much where and what we want save for the medical requirements.

There is always richer and more, but we are plenty rich were we sit. We were doing pretty good before, but being in Producers Club has blown the top off.

I just wanted to say thank you to you for what you do. It’s the whole experience. The content on the dashboard, the presentations, the meetings, the relationships with others that show you what is possible. You truly create value that is measurable in \$\$\$.”



Hunter Farlow ▪ *ComTech Network Solutions*

”

“We started using Robin’s recommended follow up systems and pre-sales meeting process **saw a 40% increase in our close rate!** Once we met for the meeting, trust was already built and most of their questions were answered. Thank you, Robin, and your team, for such great material.”



Scott Beck ▪ *BeckTek (Canada)*

”

“If we didn’t have a system in place to automate the process of following up, we’d be missing out on TENS of thousands of dollars in revenue annually. Some people decide to do business with us right away, others need a couple of meetings and for some, it takes months before they realize how bad they need our service. Implementing these systems has enabled me to grow from **under \$250K in revenue to over \$1 Million** and be PROFITABLE. Now I can afford to hire techs to do the work so I can travel with my wife and enjoy my grandkids!”



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