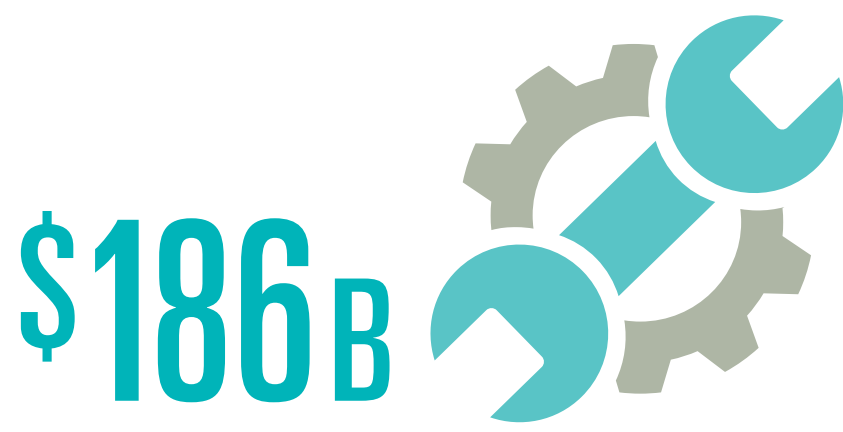


Selling Managed Services 101 for Agents

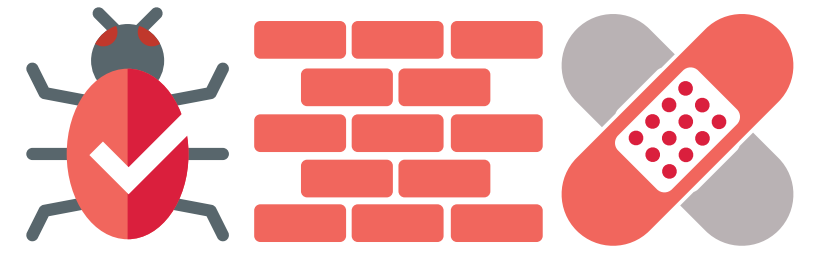
Did you know?



66% of SMBs experienced a cyberattack and 63% experienced a data breach.¹



The managed services market was valued at around \$186 billion in 2019; forecasts suggest it could grow to \$356 billion by 2025.²



MSPs rate the most critical security offerings as anti-virus, advanced firewall, and remote monitoring/management (RMM).³

Why agents start offering managed services



Fast-growing field



Higher margins... higher profits



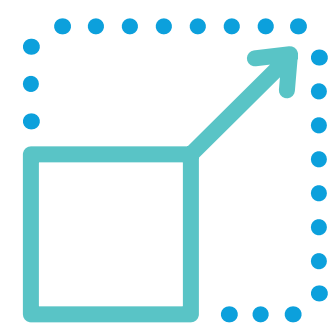
Customers want one-stop shop



Open more doors



Diversify portfolio: strategic advantage



Larger partner's buying power/scale



Leverage vendor's marketing

Before you jump on board, ask yourself...

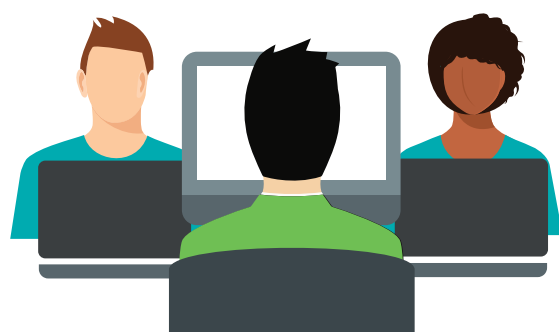
What managed services are your customers asking for that you don't offer yet?

What managed services are currently in great demand?

Where is the market going?

What do you take on yourself and what are you better off "outsourcing"?

When choosing your partner



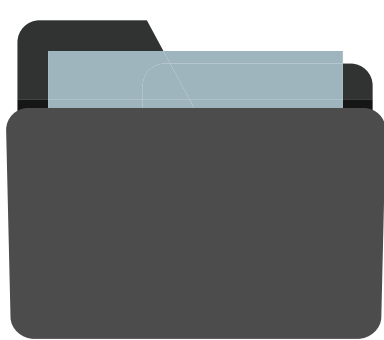
Know your partner's customer support and technical capabilities



Know how much you will make on every deal



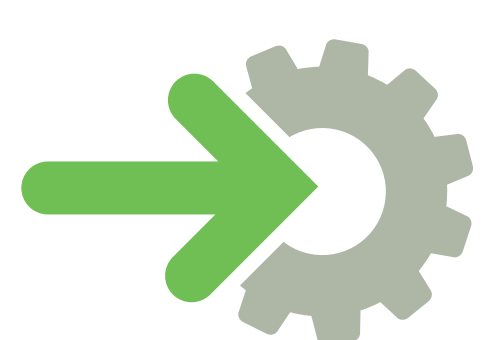
See what sales/marketing/training support your IT partner can provide



Check if the partner is able to meet the regulatory demands of clients



Know your partner's performance records and certifications (HIPAA, etc.)



Know what new responsibilities, if any, you need to take on

Tips on growing revenue

Add new services that you know are in demand or offer enhanced ones

Adding new customers = adding more revenue

Don't sell the technology; sell the benefits

Don't be afraid to ask questions

Leverage your partner's prospecting tools

Pay attention to key news and trends and capitalize on them

First go to your existing customers

Tips on scaling

Specialize in your niche and partner for the other stuff

Choose a partner who is already at scale

Scale up revenue, not your staff (cost)

Learn more at tpx.com/managedIT



¹ 2019 Ponemon study ² Statista 2020 ³ Datto's 2019 State of the MSP Report