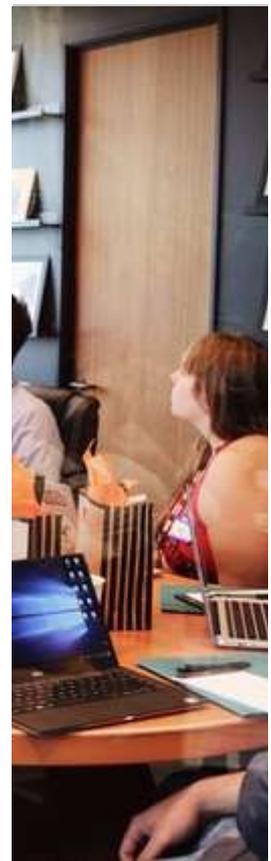


THE ULTIMATE MSP GUIDE TO SALES EFFICIENCY

Generate more MRR for
your managed services
business



Today's MSPs need to do more with less. They operate with fewer resources but higher expectations from clients and prospects alike. They must get into a position to maximize their time and effort without sacrificing sales or business growth goals.

Doing this requires them going back through every business process and finding ways to make it run better, faster, and cheaper, all without losing effectiveness. And one of the best places for an MSP owner or manager to start is by increasing sales efficiency in their organization.

What is Sales Efficiency?

When you're looking at increasing sales efficiency, you want to focus on managing your resources (time, money) effectively so that you are making deals happen with as little wasted effort or expense as possible.

Being efficient doesn't necessarily mean spending less time on making deals happen. But it does mean finding more opportunities to get deals done within the same amount of time and money, so you increase your chances for more revenue.

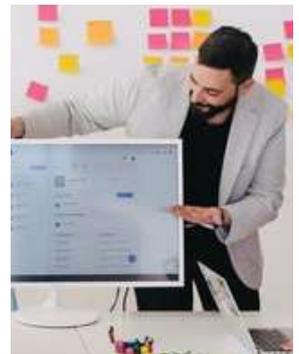
How can you increase MSP Sales Efficiency?

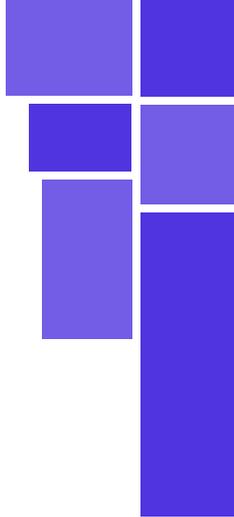
There are many different ways for technology providers to increase sales efficiency. Here are some suggestions to help you get started:

01

FOCUSING ON SALES EFFICIENCY

- Tame The Chaos
- Use Sales Resources Judicially
- Mitigate Common Sales Hurdles



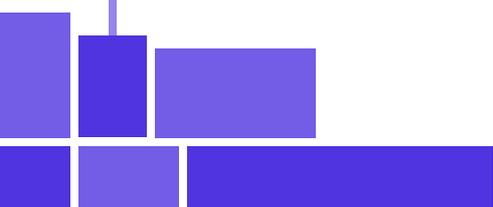


Tame The Chaos

Focusing on sales efficiency can be a real challenge for MSP leaders and owners. Those who are more tech-oriented tend to gravitate towards IT responsibilities, especially when onboarding clients or expanding services.

Leaders with business backgrounds can run into similar time traps, from hiring and training staff to feeling that they need to manage all other aspects of operations. Amidst the chaos, inefficiencies develop, especially in the revenue generation parts of the business.

Managed services sales tend to ebb and flow as leaders address various growing pains in their companies. Taming the chaos in an MSP business is never easy, with so many potential internal and external issues and limited resources to make them go away.



Use Sales Resources Judicially



Efficiency is of paramount importance to MSPs and sales is no different. Every dedicated representative or employee with sales responsibilities needs a good list of prospects, an effective plan, tools to monitor and support their efforts, and the right set of offerings.

Sales success requires discipline and organization. Employees must follow defined procedures closely whenever possible. Managers must continually streamline processes so their sales teams can focus their attention on matching their prospects' needs with company-supplied deliverables. The end goal should be to close larger and more significant deals in the least amount of time possible.

Managed services firms that fail to support their team members in each of these areas are more likely to miss their long-term sales objectives. That's not to say those companies will fail, but the revenue generated from each contract will surely come at a greater cost than more focused and detail-oriented MSPs.

Disjointed plans and inconsistent efforts typically lead to closing delays or lost sales, and both of those situations can stifle cash flow growth and expansion plans for managed services firms. A steady influx of new contracts with supplementary MRR allows MSPs to avoid paying interest and borrowing fees to banks and other lenders. The greater the sales team's efficiency, the less likely the firm will want (or need) to look to outside investors.

Mitigate Common Sales Hurdles



No two MSPs are the same. Customer needs vary significantly between industries and regions, and resource availability differs greatly across technology providers.

However, there are several common sales pain points that many MSPs share.

Tedious Sales Administration & Operations:

It's the amount of time team members spend in meetings and paperwork. Managers should periodically evaluate each employee's admin responsibilities and trim or eliminate anything that unnecessarily cuts into their prospecting and sales schedules. More time with decision-makers means more money in the bank.

Convolutd Sales Workflow:

Confusing policies and practices are another significant pain point. Sales is a dynamic activity, and frequent changes can complicate and slow down the process. Confusion leads to inefficiency.

MSPs need to streamline sales methodologies and programs as much as possible to boost productivity. Simplifying processes helps team members close contracts faster, which, in turn, creates new MRR streams and ensures quicker payments. Efficiency pays dividends in many ways.

Mitigate Common Sales Hurdles



Insufficient Training & Onboarding:

Sales training is another commonly overlooked pain point. Even when an MSP hires an experienced sales professional, success is not assured if that person does not have a thorough understanding of the company's portfolio and unique value proposition.

Training should be an ongoing activity for all employees to build and maintain sales excellence.

Fuzzy Ideal Customer & Poorly Targeted Marketing:

The final pain point for MSP's sales teams is lead quality.

A subpar prospect list creates considerable inefficiencies in a service provider business as employees consume valuable time and resources speaking with the wrong audience.

Unqualified leads create frustration and undermine the confidence of key employees. Sales and marketing teams that collaborate closely to develop and validate prospect lists achieve the most significant results.



02

BEST PRACTICES TO IMPROVE SALES EFFICIENCY

There is no magic solution for boosting sales team productivity. Like other departments in an MSP business, managers need to remove potential bottlenecks to ensure employees can meet their personal and company objectives.



Spend time on Hiring and Training



When you hire good people, they can typically eliminate many approval process steps and speed up the sales cycle. The more time team members have to talk with prospects and decision-makers, the quicker (and more efficiently) they can close the deal.

After hiring comes training. Each hire should have a thorough understanding of the company's portfolio and unique value proposition. Training should be an ongoing activity for all employees to build and maintain sales excellence.

Streamline Sales Process



The second step is to evaluate and streamline sales processes as much as possible to boost productivity. Simplifying processes helps team members close contracts faster, which, in turn, creates new MRR streams and ensures quicker payments. To build a streamlined sales process, focus on building a well-managed sales pipeline.

Your sales team should know how to carry a prospect from awareness, to consideration, to decision, and then to purchase. There should be proper steps layed out, rinsed and repeated for every new prospect. Don't know where to start? Simply mimick the sales process of your most enjoyable or successful clients.

Implement Partner-Specific Tools



Sales tools allow MSP owners and managers to engage with their team members, keep a close watch on their activities, and get up-to-the-minute results.

Technology can't lead or inspire employees, but these innovations allow Partners to streamline and automate time-sucking processes and give sales professionals more time to close new deals and upsell existing clients.

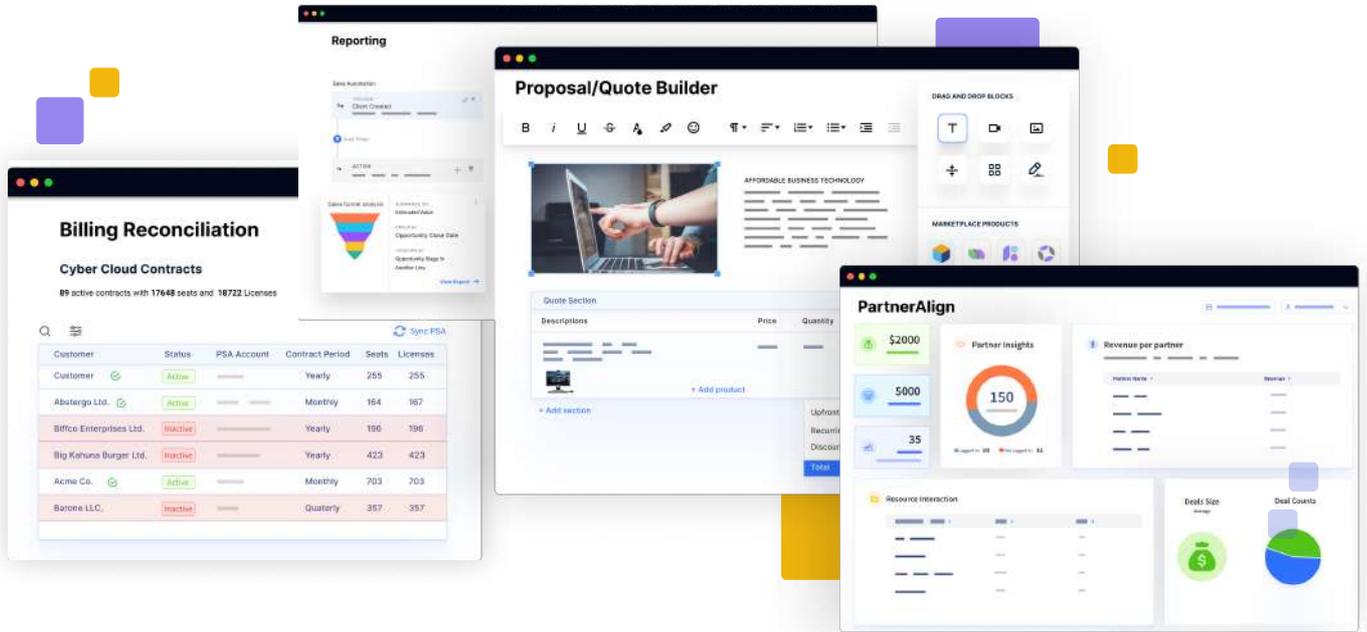
While technology is critical to sales success, it's the reporting capabilities of those systems that are essential to efficiency improvements. Information gleaned from reports allows MSPs to assess individual and team results so they can spot problems and alter, or at least fine-tune activities, including lead qualification, prospecting, and sales plays. Reports are the guide to efficiency improvement.

The end goal is efficiency. By leveraging industry-leading tools and focusing on the ultimate endgame (closing large deals in minimal time), MSPs can spend more time improving service delivery, delivering stellar support, and watching their revenues grow. Sales efficiency improvements bring greater MRR and profitability and fuel the growth of a service provider.

Adding a sales management solution like Zomentum, which specifically supports the unique needs of MSPs, will simplify and automate all those critical processes and help providers maximize their success.

These business platforms increase sales productivity by an average of 12.5% and can reduce time-to-close by as much as 50%. Let's maximize your efficiency and your revenue, together.

ABOUT US



Zomentum is the only **intelligent Revenue Platform** built to help Partners discover, sell, and manage services. Zomentum **reduces the complexity of the sales process, eliminating numerous tools** with one modern platform built to **maximize revenue**. So far, we've helped our customers generate close to \$500M in Channel revenue.

With Zomentum you can:



SOLVE

Discover SaaS Vendors with growing Channel Programs in our Marketplace



SELL

Accelerate deals and increase revenue with our Sales Acceleration Application



SIMPLIFY

Streamline billing, sync customer licensing data, and remedy lost revenue with our License Reconciliation Application

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We'd love to talk! Reach out to us:
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