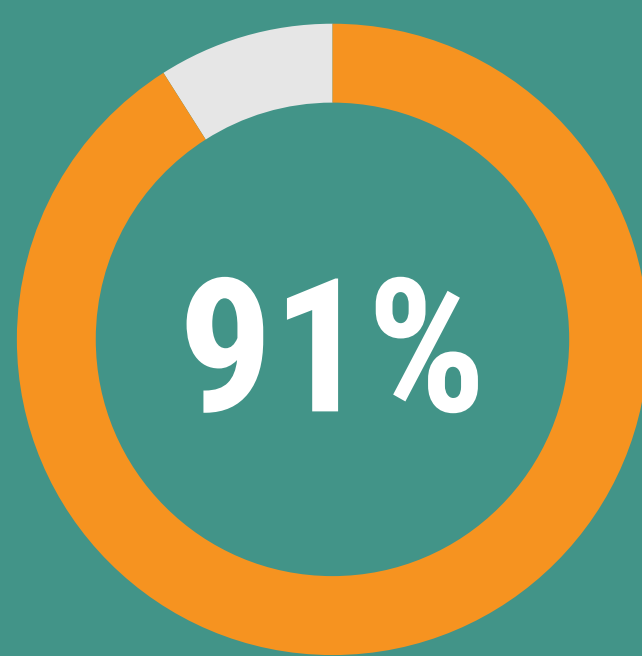


8 WAYS MSPs CAN WIN IN A TOUGH ECONOMY

Today's small and medium-sized businesses (SMBs) owners are increasingly concerned about a recession and are running lean. So how can MSPs continue to grow when their prime target market wants to cut back?



of SMBs would consider using or moving to a new IT service provider if it offered the “right” cybersecurity solution.

- Connectwise

1. Stay up to date on cyber threats. Clients expect comprehensive cybersecurity solutions that stay ahead of potential threats.



2. Participate in ongoing training. MSPs that invest in cybersecurity training and upskilling give themselves an advantage.



3. Offer cyber security awareness training. Educate your clients on how to recognize threats to protect themselves.



“ Expanded services can provide MSPs with opportunities to differentiate themselves in a crowded market and bring in a new source of revenue.



4. Provide co-managed services. This service option can provide the best of both worlds as MSPs struggle with a tech labor shortage and SMBs downsize.

5. Consider lifecycle asset management. These solutions can be attractive to prospective clients who want to optimize every IT resource.



6. Offer vCIO consulting services. Expert consultation can take MSPs to the next level as more SMB owners turn to advisors for strategic direction.

“ In an increasingly unpredictable world, SMB leaders are accelerating their tech investments – seeking technology to help their businesses survive even the most tumultuous times.

- Salesforce Research

7. Expand your market. Some MSPs are quick to rule out prospects based on size and miss out on clients bound to grow.



8. Know your value. MSPs often negotiate on price or undercut the competition to make a sale. Communicate your value, and price accordingly.

Marketopia specializes in lead generation for MSPs.

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