

24 Questions to Ask Before Signing an MSP Partner Agreement

FIND THE RIGHT MSP PARTNER WITH THESE ESSENTIAL QUESTIONS

A strong MSP partner can help vendors grow, increase customer satisfaction and expand into new markets; but not every MSP is the right fit. Before signing a partner agreement, it's important to ask the right questions to ensure long-term success. This guide walks through 24 key questions to help you evaluate potential MSP partners before making a commitment.

Does the MSP Have Experience in Your Industry?

Industry expertise makes a big difference in how well an MSP can position and support your solution. If they don't have experience in your target sectors, they may struggle to attract the right customers.

Ask:

- ☐ What industries do you primarily serve?
- ☐ Do you have experience with companies that match our ideal customer profile?
- ☐ Can you share case studies or references from customers in those industries?



Quick tip: If an MSP is a great fit in other areas but lacks industry experience, consider offering industry-specific training to help them target the right customers.

How Strong is Their Technical Expertise?

An MSP might have a strong sales team, but if they don't fully understand your technology, they won't be able to implement or support it effectively.

Ask:

- ☐ What technical certifications do your engineers hold?
- ☐ Have you worked with similar technologies before?
- ☐ Do you offer 24/7 technical support or have a dedicated support team?



Quick tip: Providing training, certification programs, and dedicated partner enablement can help ensure MSPs have the skills needed to represent your solutions successfully.

Do They Have a Clear Sales and Marketing Strategy?

MSPs with strong technical expertise aren't always the best at generating demand. Without a solid sales and marketing strategy, they will struggle to sell your solutions.

Ask:

- ☐ How do you generate new business - word of mouth, digital marketing, paid ads?
- ☐ Do you have dedicated sales reps who focus on new customer acquisition?
- ☐ What marketing resources do you currently use to promote vendor solutions?



Quick tip: Many MSPs need marketing support. Offering MDF programs and co-branded campaigns can help partners generate leads and increase sales.

Are They Willing to Invest in the Partnership?

Some MSPs sign up for vendor programs but don't actively engage. Strong partnerships require commitment from both sides.

Ask:

- ☐ How many vendor partnerships do you actively manage?
- ☐ Do you participate in vendor training, webinars, or sales enablement programs?
- ☐ Are you willing to co-invest in lead generation, marketing, or event sponsorships?



Quick tip: If an MSP isn't actively participating in your partner program, they might not be the best fit. Look for partners who are proactive and willing to collaborate.

Do They Understand How to Use MDF Support?

Many MSPs don't take full advantage of Marketing Development Funds (MDFs), which can limit their ability to grow.

Ask:

- ☐ Have you used MDF funds before? If so, what was the result?
- ☐ Do you have a marketing team that can manage MDF-funded campaigns?
- ☐ Would you be interested in training on how to maximize MDF programs?



Quick tip: Making MDFs easier to access, providing pre-built campaigns, and offering guidance on best practices can help MSPs use these funds more effectively.

Are They Committed to Customer Success?

How an MSP supports customers after the sale is just as important as how they sell. Poor service reflects badly on both the MSP and the vendor.

Ask:

- ☐ What SLAs do you provide for response times and issue resolution?
- ☐ How do you measure customer satisfaction and retention?
- ☐ Do you have customer success initiatives in place?



Quick tip: Offering technical support escalation paths and customer success resources can help ensure end users get the best experience possible.

CHOOSE THE RIGHT MSPS AND BUILD A STRONGER PARTNER NETWORK

Not every MSP will be the right fit for your business. Taking the time to ask these questions can help vendors find partners who are invested in long-term success. If you're looking for help recruiting the right MSP partners, optimizing your partner program, or providing MDF support, we can help.

Contact us to learn how we connect vendors with high-value MSPs.