

KEY INSIGHTS TO BOOST MSP RESELLER RECRUITMENT

OVERCOMING CHALLENGES IN MSP RESELLER RECRUITMENT

Recruiting top MSP resellers can be challenging. This infographic shares key strategies to help IT vendors overcome common issues, such as underperforming channel partners and costly recruitment methods.

WHY RESELLER RECRUITMENT IS CHALLENGING



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Recruiting resellers isn't just about numbers—it's about finding partners who can perform. Vendors often struggle with:

- **Identifying resellers with the right skills and focus.**
- **Providing adequate support and training to ensure success.**
- **Managing recruitment costs while achieving quality leads.**



WHAT RESELLERS NEED FROM VENDORS



02

Strong partnerships come from meeting reseller needs. Top needs include:

- **Ready-to-use marketing materials.**
- **Consistent and qualified lead generation.**
- **Comprehensive product and sales training.**
- **Reliable, ongoing vendor support.**



THE COST OF RECRUITMENT STRATEGIES



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Ineffective recruitment can waste both time and money. Consider these costs:

- **Event-based recruitment:** High cost per lead (\$500+).
- **Digital & telemarketing:** Lower cost per lead (\$100-\$150).
- **Opportunity cost:** Time spent on unqualified partners.



MARKET TRENDS AND BENEFITS OF SMARTER RESELLER RECRUITMENT



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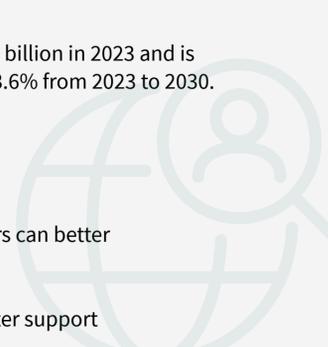
The market is expected to reach nearly \$350 billion globally by the end of 2024 and soar to over \$1 trillion by 2033, with a CAGR of 12.9%. [Jumpcloud](#)



The global managed service was valued at approximately \$299.01 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 13.6% from 2023 to 2030. [GrandViewResearch](#)

A growing market provides these vendor advantages:

- **More opportunity:** With the increasing demand for MSP services, vendors can better identify areas where their solutions can make a real difference.
- **Guide investment decisions:** Understanding growth trends leads to better support for partners and expanded reach.
- **Improve strategies:** Compare their channel performance to market benchmarks to stay competitive and relevant.
- **Attract resellers:** Strong market growth stats show resellers the potential profitability of partnering with a vendor.



DIGITAL RECRUITMENT – A BETTER WAY



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Digital strategies save money and offer better results than traditional, event-based vendor recruitment practices. Benefits include:

- **Scalable and cost-effective recruitment year-round.**
- **Precise targeting to find ideal partners.**
- **Lower acquisition costs compared to traditional methods.**



LONG-TERM RELATIONSHIPS DRIVE SUCCESS



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Recruitment is just the first step. Building long-term relationships keeps partners loyal and successful:

- **Regular check-ins to maintain alignment.**
- **Continuous training to support reseller growth.**
- **Sharing valuable resources to drive performance.**
- **A strong relationship keeps resellers loyal and engaged.**



HOW MARKETOPIA HELPS YOU SUCCEED IN RESELLER RECRUITMENT

We provide the expert guidance, powerful tools, and proven strategies you need to attract and onboard high-performing MSPs. From crafting compelling recruitment campaigns that resonate with the right partners for your business to providing ongoing support and resources, we'll help you build growing MSP channel partnerships. Contact us today for a consultation about your MSP recruitment strategies.