

5 Ways MSPs Can Close More Deals

While the managed services industry is booming, closing sales will always be a challenge. Here are five ways MSPs can avoid leaving another deal on the table.

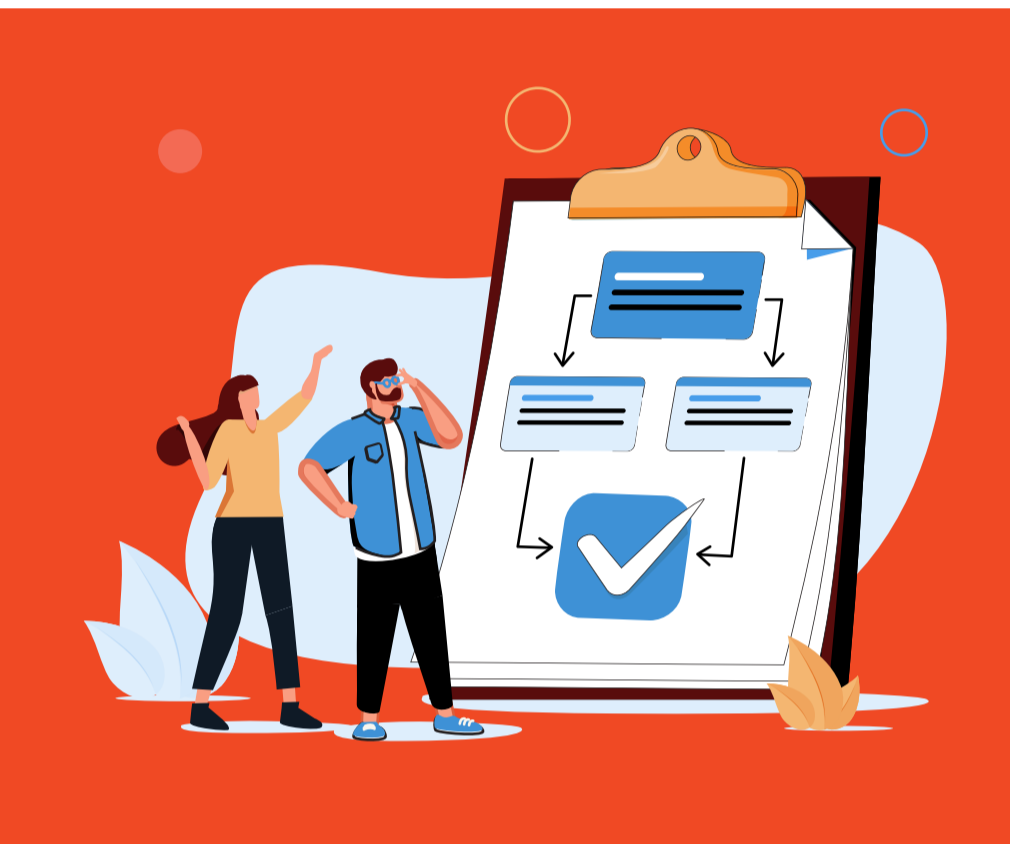


1. Generate More Leads

MSPs can't afford to ignore marketing. These days, you can't reliably grow your business on word-of-mouth leads. Generating awareness and demand in the modern business world requires strategic, consistent marketing.

2. Rethink Your Sales Process

Does your sales team follow a proven sales methodology? Do you encourage professional development? The right sales training can guide your team on how to move from initial conversation to contract agreement.



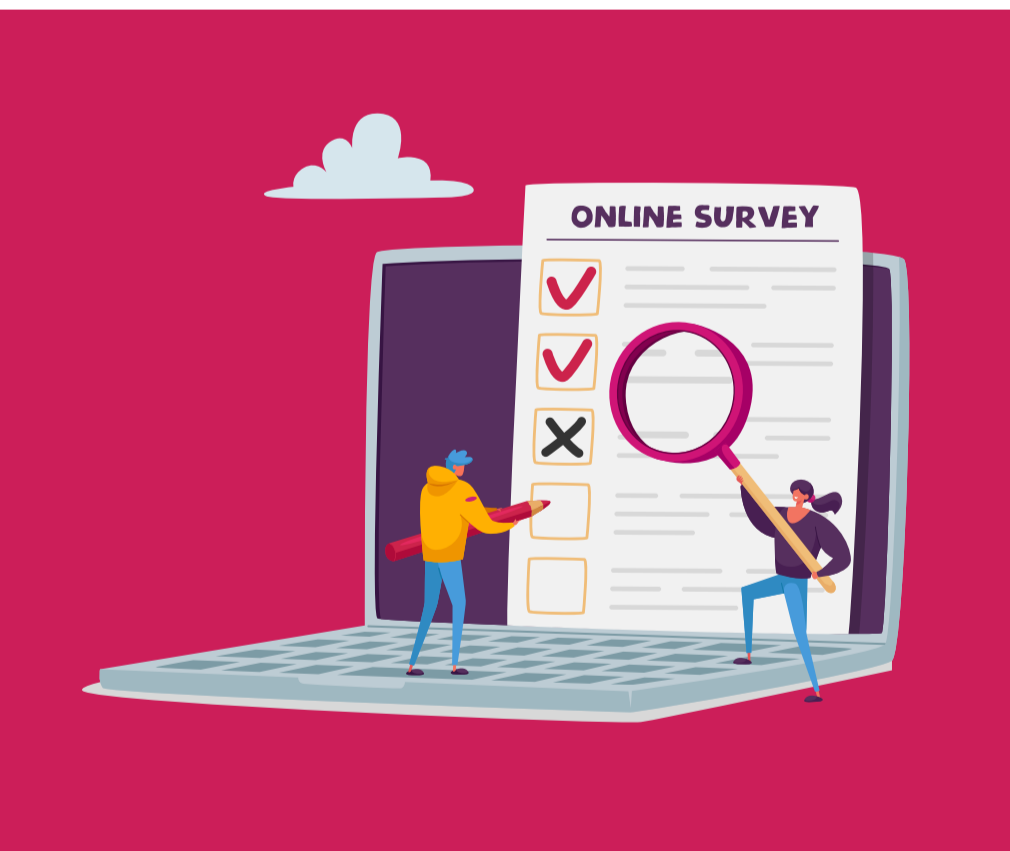
3. Join an MSP Peer Group

There's a reason why many successful entrepreneurs participate in peer groups. Find a group where you feel safe (no competitors allowed) and benefit from the experiences of like-minded professionals who speak your language.



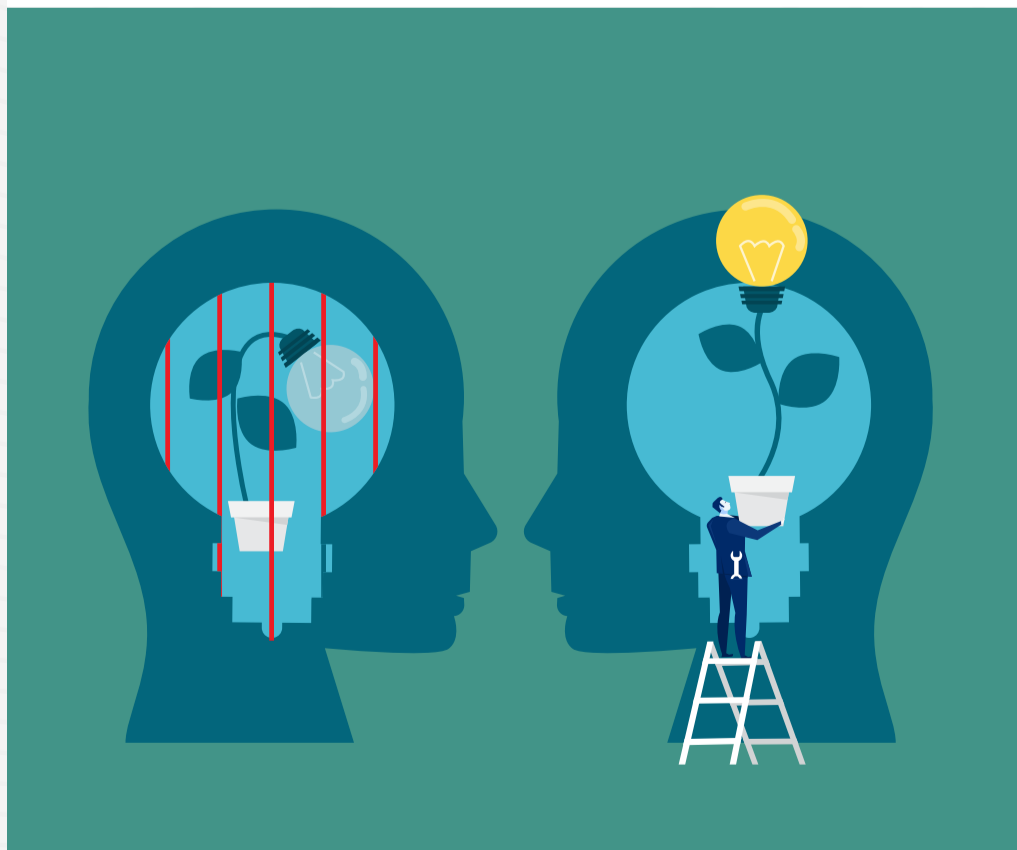
4. Review Wins and Losses

Both successes and failures are worthy of examination. Make an effort to celebrate wins and analyze losses. Candid conversations about what went well (and what didn't) are unique opportunities to improve.



5. Get In the Right Mindset

Do you ask prospects questions and listen to the answers? It sounds simple, but when you stop talking, you can learn a lot. Listen for potential pain points and show your value in solving a problem or achieving a goal.



Learn how to close more deals with Marketopia's certified sales training courses at 4U2GROW.com.