

A Vendor's Checklist for MSP Sales Success

IS YOUR MSP PROGRAM SET UP FOR SUCCESS?
USE THIS CHECKLIST TO FIND OUT.

MSP partnerships are a huge opportunity for vendors, but only if your MSP partners are equipped to sell effectively. By offering the right resources and support, you can help your MSP partners increase sales and grow their business; ultimately driving more revenue for you, too. This checklist covers six key areas where you can make an impact and help your MSPs succeed.

Have You Identified Your MSP's Sales Challenges?

- Do you know the roadblocks MSPs face?** Ask your MSP partners about their biggest sales challenges (e.g., finding leads, closing deals, differentiating from competitors).
- Have you created tailored solutions for their challenges?** For example, if lead generation is a struggle, offer a co-branded campaign to help.
- Are you providing support that addresses these pain points?** Set up regular check-ins or surveys to ensure you're meeting their needs.

Have You Clarified Your Value Proposition?

- Is your messaging clear and easy to understand?** Simplify your product's value to focus on the outcomes MSPs can deliver to their clients (e.g., "Save time with automated patch management").
- Do your MSP partners know what sets you apart from competitors?** Help them understand and articulate your unique selling points (e.g., faster response times, better customer support).
- Are your MSP partners equipped with the right tools?** Provide them with clear, concise product sheets and sales materials that highlight your unique advantages.

Are You Offering Ongoing Sales Training & Support?

- Have you provided adequate product training?** Make sure MSPs fully understand your solution's features and how to position it in the market.
- Do MSPs have sales resources to help close deals?** Create and share sales scripts, objection handling guides, and industry-specific talking points.
- Are you equipping MSPs with real-world success stories?** Share case studies that highlight how your product helped other businesses solve challenges.

Are You Supporting MSPs with Marketing Resources?

- Do MSPs have access to marketing materials?** Offer co-branded templates, email campaigns, and social media posts to make it easy for them to promote your solution.
- Have you made it easy to access these materials?** Use a marketing portal where MSPs can easily download the latest resources.
- Are you helping MSPs plan and execute campaigns?** Offer guidance on how to use these materials effectively in campaigns and promotions.

Are You Maximizing Your MDF?

- Do your MSPs understand how to use MDF?** Make sure MSPs know how to use Market Development Funds for campaigns, events, and promotions.
- Are you tracking their MDF spend?** Regularly check in to make sure they're using funds effectively and offer help if needed.
- Is the MDF reimbursement process clear and efficient?** Simplify the reimbursement process to make sure MSPs feel supported and encouraged to use the funds.

Are You Building Long-Term Relationships with MSPs?

- Are you regularly checking in with MSPs?** Build trust by scheduling consistent check-ins to offer ongoing support and address concerns.
- Are you offering continuous training to MSPs?** Provide regular updates and new training to keep MSPs informed about new product features and market trends.
- Are you recognizing MSPs' successes?** Celebrate wins by offering incentives or showcasing successful case studies to motivate MSPs to keep selling your product.

NEED HELP SUPPORTING YOUR MSPS?

If you need help with any of the items on this checklist, Marketopia is here to support you. Whether it's optimizing your marketing resources, clarifying your value proposition, or improving your training programs, we can help you get more out of your MSP partnerships.

Contact us today to learn how we can support your channel partner sales!