

MSP Success Kit

- ✓ Effective strategies you can implement right now
- ✓ Insights on a proactive approach to increasing revenue
- ✓ Tips on differentiating your business in a crowded market



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Create **WOW** Moments

4 Exceptional Customer Service Tips

Highly successful MSPs pursue these customer success practices

A satisfied customer is the lifeblood of a winning Managed Service Provider (MSP). Today's MSPs that apply principles for quality customer service have customers that feel cared for with a responsive, proactive security partner that brings value to the table.

1. Drive home the business value of security

Help your customers clearly understand the risk of cybercrime and the value that a best-in-class security service provides to their business. Offering market statistics helps convey the value your service brings to their business. Analyst research and vendor reports, such as publications by our [Threat Intelligence Team](#), are great resources for this information.

For example, explain that proactive maintenance and monitoring can prevent downtime for their business. Give them a realistic breakdown of what they will be billed monthly compared to the costs of recovering from a ransomware attack or other type of major security incident.



2. Invest in building trust

Trust is essential to any successful MSP and customer relationship. You can form a strong, long-term relationship using a number of strategies.

✔ **Check in, make sure your customers are doing ok**

Demonstrate that your primary concern is their protection and success. When customers feel you care as much about their business as your own, they become loyal customers.

✔ **Be on top of threats, before they impact your customers**

Demonstrate that your product and services take on a detect and respond approach, rather than a prevention-only model. Also, engage with customers about current threat trends, which shows you're on top of the latest information and thinking about the safety of their organization.

✔ **Provide best-in-class technologies and services**

This is probably stating the obvious, but it's true that a bad experience with your service or product offerings will break customer trust and fast track them to move to a new MSP.

✔ **Follow up consistently**

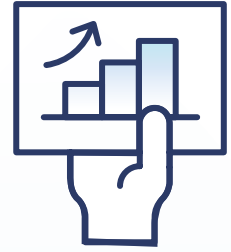
If malware remediation becomes necessary, demonstrate that you are there for your customers. Keep them in the loop as you progress with restoring their machines and let them know your plans to prevent any further infection.



3. Sell outcomes, not technology

Focus your customer conversations on the business benefits they are gaining from engaging your service. Monthly reports or quarterly business reviews are a perfect time to remind customers of the positive outcomes they're realizing.

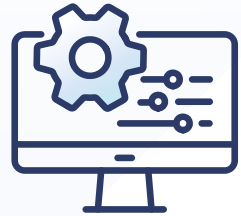
Show them the long-term benefits of a security strategy that is proactive instead of reactive, the concrete savings of business uptime, the potential for productivity preservation in the event of a cyber-attack, and protection from extortion—which is an ever-increasing concern in ransomware attacks today.



4. Use the right tools for the job

Your different customers will likely have different security needs. It's good practice to apply the best security technology that suits each specific customer's needs. That's why it's helpful for MSPs to choose a security partner, like ThreatDown, that provides various levels of solutions. This makes it easy to offer your customers the most suitable option.

For endpoint security, it's important that your preferred vendor maximizes your efficiency. Look for things like an intuitive dashboard that helps streamline your provisioning and overall management of your customers' endpoint protection. These capabilities will increase your bottom line and your MRR.



#1 cybersecurity solution for MSPs

When you select ThreatDown as your endpoint security vendor-of-choice, you not only get a best-in-class solution, but you also get all of the essential client management and partner resources to accelerate growth, remain cutting edge, and deliver on your clients' expectations.

The ThreatDown MSP Program is designed to foster meaningful, profitable and long-lasting relationships—one that enables you to grow your revenue while lowering your costs. We recognize the value of our MSP partners and are committed to building a long-term, successful relationship together.

Learn more

For more information on the ThreatDown MSP Partner Program, visit:

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The Formula for a Successful MSP Business

4 best practices

As a managed services provider (MSP), you're operating in a growing but highly competitive market, where organizations have many options. As a result, growth opportunities can differ significantly from one MSP to another. To stand out and drive sustainable growth, here are four strategies you can customize to fit any MSP model:

1. Create your differentiation



Companies have a lot of options when choosing an MSP, so it's important to create differentiation that sets yours apart. Here are a few ways to create a competitive advantage:

✓ **Demonstrate value**

Help customers develop a holistic approach to security that goes beyond just tools and products. When you demonstrate the value of what you're delivering, clients are less likely to switch providers.

✓ **Be proactive**

Successful MSPs help solve problems before they start by bringing insight and information to customers around what to look out for and what emerging threats need attention.

✓ **Be responsive**

If a customer has an issue, effectively communicate with your client along the way. The better the responsiveness, the bigger the indicator of MSP success.

2. Streamline your security practice



MSPs can reduce the overhead of delivering a security services while also lowering costs. Here's how:

✓ **Select high quality vendors**

Select security solutions that are easy to manage and have quality support service from a trusted vendor partner.

✓ **Look for flexible pricing**

Partner with vendors that have MSP pricing that optimizes your bottom line and allows you to grow your business with tiered pricing, significant margin opportunity, and flexible billing options.

3. Price offerings for repeated monthly recurring revenue



Growing your MSP business based on a predictable monthly recurring revenue (MRR) is a wise a plan. Here are a few opportunities for applying that strategy:

- ✓ **Deliver security courses:** Providing security courses allows your clients to advance their awareness from a trusted source and provides a value-added offering for which you can charge additional fees.
- ✓ **Upsell endpoint security solutions:** Selling and managing endpoint protection for clients is a valuable offering. Partner with a vendor that provides flexible pricing that lets you manage your margins to further grow revenue.
- ✓ **Increase team efficiency:** High-performing MSPs continuously take close look at their operational and staff efficiency to reduce costs and optimize net income.
- ✓ **Offer new services and consulting:** Expanding your list of offerings is a growth opportunity. Broadening the skills of your team will empower you to introduce new services and consulting engagements.
- ✓ **Invest in automation:** Automating remedial and repetitive tasks instantly creates cost efficiencies and makes it easier to quickly increase the volume of your operations.

4. Plan for scale

Here's where leveraging predictable MRR and customer acquisitions is critical. Scaling requires teaming up with vendors that can assist with marketing your business and that provides best-in-class competitive offerings to attract customers willing to pay a premium for security services.



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5 Strategies to Grow MRR

The nuts and bolts of an MSP business

Running a managed service provider (MSP) business relies on a healthy monthly recurring revenue (MRR). Of course, getting new clients and keeping them happy to renew year after year is a fundamental strategy to keep MRR growing. In essence, this is the nuts and bolts of an MSP business. But what about avenues to optimize MRR? At ThreatDown, we're seeing effective strategies applied by high-performing MSPs to get more MRR from current customers, as well as to improve operational efficiency in ways that maximize new income.

1. Deliver security courses

You know best the level of security awareness your client and the client's employees have. One of the biggest value-adds MSPs provide when delivering security services is trust and confidence. Tapping into that trust and confidence to provide security courses allows your clients to advance their knowledge and skills from a trusted source. Developing best practices security education for clients provides a value-added offering for which you charge additional fees.



If you're thinking we don't have the time to deliver training, keep in mind that they can be delivered live by one of your staff, or you can build a library of recorded trainings for your clients to access on-demand. Additionally, a pre-packaged e-course approach creates a low touch, passive income model for your business.

Examples of topics include best practices for passwords or shoring up physical security for those working remotely or in an office space. It's a proven way to make clients more security aware and generate additional revenue.

2. Upsell endpoint security solutions

Selling and managing endpoint protection for clients is a valuable security offering for MSPs. It allows you to offer a solution that provides clients with reliable, effective protection that instills confidence and helps deepen the client's trusting relationship.

Partnering with a vendor that provides flexible vendor pricing lets you manage your margins by adding uplift that further grows your revenue. Look for options like consumption-based pricing models that makes it highly cost efficient for your business to only pay for the exact number of licenses your clients are using.



In addition, offering a solution that your MSP knows well—one that's easy to deploy and manage—makes it possible to bundle value-added security services along with the purchase of the solution. For example, a solution with strong reporting data can be leveraged as part of a higher-tier quarterly business review service, and a cloud-based solution makes it easy to offer a deployment service that you can deliver remotely, if desired.

3. Offer new services and consulting

Expanding the list of what you offer is another growth opportunity. Broadening the skills of your own team will empower you to provide new, one-off consulting services that might not have been possible to offer before.

For example, college-credit security training can help your team grow—and you can offer new services and find new ways to help customers.

Tapping into education opportunities offered by vendor partners can also help expand your services portfolio and ensure you will be seen as an MSP that does more than simply add a wrapper to a product. Going further with extra services and consulting can result in offers with 100% margin.

One strategy to ramp up MRR is to offer services like remediation that customers pay for monthly but may not need each month since most businesses don't experience an incident each month. With a monthly pricing model, you can capitalize on those hours even if your clients didn't tap into the service that month.



4. Increase team efficiency

High-performing MSPs continuously take a close look at their operational and staff efficiency to reduce costs and optimize net income. Time consuming tasks, like manually invoicing clients each month or spending hours “under the hood” to restore an infected endpoint silently chip away at an MSPs profit margin.

On an annual basis, conduct an audit review to identify the most time consuming tasks of the business. Examples include time spent monitoring client deployment or managing license and subscriptions, or the many other components that go into managing software solutions. Then, look for ways to streamline these tasks and find efficiencies for your staff that will save time and money.



5. Invest in automation

One of the most notable distinctions of a strong performing MSP is the investment in automating remedial and repetitive tasks. This instantly creates cost efficiencies and streamlines processes. Automation also makes it easier to quickly increase the volume of your operations.

If you haven't done so already, for the "back office," you should look for ways to automate billing cycles. And for your security team's efficiency, look for ways to automate software deployments, security monitoring (and the reporting cycles), as well as patch management efforts.

And to save your team's resource time on lengthy re-imaging or malware removal processes, investing in automated remediation will not only accelerate response times but will provide your clients a better security service.



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5 Ways to Build Strong Customer Trust

In the MSP space, trust is more than a buzzword—it's the foundation of lasting client relationships and business success. Earning it takes time, and every interaction is an opportunity to strengthen that bond. Consistently following through on promises shows clients that their success is your priority, building the kind of loyalty that sets your MSP apart from the competition.

Read on for five proven ways to cultivate trust, exceed client expectations, and foster relationships that fuel long-term growth.

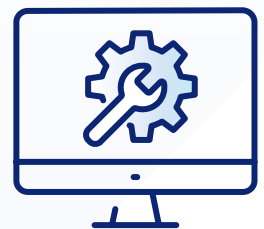
1. Lead with the customer experience

At the heart of the MSP-client engagement, is a relationship, and it should be treated like one. Yes, your clients are paying you for a service that you provide but focusing on your customers as individuals and ensuring their needs are being met will be a worthwhile investment in the longevity of each of your client service contracts. Be flexible enough to make sure the customer is always left happy and demonstrate that your primary concern is their protection and success. When your customers feel you care as much about their business as your own, they become loyal customers.



2. Provide best-in-class tools and services

Winning MSPs look at the big picture and help customers develop a holistic approach to security, and this also requires that you bring the best possible technology to the customer. As part of your security offerings, selling and managing endpoint protection for clients allows you to offer a solution that provides clients with reliable, effective protection that instills confidence and helps further deepen the relationship. Using the award-winning ThreatDown Nebula Platform & ThreatDown OneView MSP management console, you can offer the best-in-class endpoint security service your clients demand.



3. Demonstrate value

Winning MSPs look at the big picture and help customers develop a holistic approach to security that goes beyond just tools and products. When an MSP is not demonstrating the value of what they're delivering, clients are likely to switch service providers. In addition to providing quarterly business reviews, you can provide better service by talking with your clients regularly about their future business goals and discuss what concerns them the most about the business and keeps them up at night. Then help them strategize and plan ahead for those future needs.



4. Be on top of threats before they impact the business

Customers need to be assured your services are more than just keeping bad actors out of the network and environment. Demonstrate that your security products and services take on a proactive detect and respond approach, versus a prevention-only model. This demonstrates for your clients that you're taking a modern approach to safeguard their organization with the ability to quickly detect and respond to threats, as they arise.

Be sure to also take a proactive approach in educating your clients and engage with them about current threat trends and patterns. This helps increase client security awareness. It also shows that you bring the latest information to the relationship and that they can rely on you to “have their back” when it comes to current attack vectors.



5. Follow up consistently

Constant communication is a vital part of the relationship you have with your customers, and when it comes to communication, providing excellent support is pivotal to your MSP business success.

If an incident occurs, and remediation is necessary, customers want to know you are there for them during and after an attack. Service doesn't end with the closure of a helpdesk ticket. Make sure you deliver a clear message describing what happened, the steps you took, and outcomes of your actions to help customers understand your dedication to their success.



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How the MSP Partner Program Works

- 1. Submit your application**
Fill out our application and work with your dedicated resources to get up and running.
- 2. Get trained up**
Complete the sales and technical trainings to understand how to sell and position our solutions.
- 3. Start making money**
Use your knowledge and tools available to start creating pipeline and closing deals.

Become a partner today



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