

**pax8**Academy

# **JUMPSTART YOUR OWNER- LED SALES**

Syllabus

Last updated: October 2023

## Course Overview

Jumpstart your Owner-Led Sales (formerly “Jumpstart your MSP Sales Machine”) is a 4 week, live-instruction, virtual course that will help your company overcome typical obstacles for MSPs when it comes to growing their sales. MSP owners of newer companies usually like to focus on what they’re familiar with (technology) and tend to avoid sales at all costs. This course will give you tactical strategies so you know what to focus on to close the sales that will grow your business.

You will learn to focus on topics worth your “daily rate,” remove clutter, and utilize time blocking to use your time most effectively. We’ll discuss how to network to make the greatest impact on building relationships and getting good referrals. In addition, when you get a referral or have prospective clients, we’ll cover how to properly qualify your prospects, so you save time and energy on those that are the right fit.

This course is designed for owners who are leading or responsible for new sales efforts. MSPs who have under \$1.5 million in annual revenues or MSPs who are facing challenges with growing their sales.

## What You’ll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP sales expert.
- Downloadable videos\* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and resources.

## Learning Objectives

By attending this course, you will learn how to:

- Change your mindset around sales
- Reduce clutter to focus on sales and other high-value items
- Networking best practices and leveraging relationships
- Properly qualify prospects

\*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

## Schedule of Topics

- Session 1: Get clutter off your plate to focus on sales and other high value items
  - Rethink your understanding of selling and failure/rejection, and create turn around thoughts
  - Discover your hourly rate (what is your time worth?)
  - Prioritize your day
- Session 2: Leveraging relationships
  - Define Centers of Influence and Target Client Profile
  - How to maximize referrals from your Centers of Influence
- Session 3: Networking best practices
  - Creating and plan and a strategy
  - Researching your network and setting time aside for networking
- Session 4: Properly qualifying prospects, spend your time and energy on the right fit
  - Building rapport
  - Lead in and power questions
  - B.A.N.T. – Budget, Authority, Need, Timeline
  - Questions you need to ask

## Instructor



**Keith Marchiano**  
Executive Coach

Email: [kmarchiano@pax8.com](mailto:kmarchiano@pax8.com)  
LinkedIn: <https://www.linkedin.com/in/keithmarchiano/>

## Testimonials

"As the owner of a small MSP that's just starting our sales journey, I felt that Keith provided a ton of helpful insights and strategies to help grease the wheels of the sales machine of any MSP, small or large. I'll be using these tools for years to come, I'm sure. Thank you!"

-C. Kracht, CDK Technical Consulting

"This course was a great primer on establishing and maturing your MSP Sales approach and organization. The subject is massive, but the course provides great strategic direction to use, while providing an opportunity to address much more tactical questions or considerations to make the information applicable to your business."

-K. Wetzel, Space Cadets

## Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
  - [Sales Skills 101](#)
- Instructor Led Course
  - [Selling to your Perfect Client](#)
- Peer Groups
  - Join an Owner or Sales and Marketing Role Peer Group
  - Join a \$1-\$1 Million Flight Plan (Phoenix) Peer Group
  - [Apply here!](#)
- Coaching
  - Sign up for Sales Coaching or Operations Coaching
  - [Learn more here!](#)