



Jumpstart Your Owner-Led Sales

Syllabus

Updated: June 2025

Training Overview

This 4-week training will help your company overcome typical obstacles MSPs face when trying to grow their sales.

MSP owners, especially those at newer companies, often focus on what they're familiar with (e.g. technology) and tend to avoid sales at all costs. This course will give you practical strategies for directing your focus on closing more sales and growing your business.

You will learn how to focus on topics worth your "daily rate," remove clutter, and utilize time blocking to spend your time more effectively. You will discover how to network and make a greater impact by building relationships and getting good referrals. Additionally, this training will cover how to properly qualify referrals and prospective clients so you can focus your time and energy on those that are the right fit.

This training is designed for:

- Owners leading or responsible for new sales efforts
- MSPs with an annual revenue of less than \$1.5 million
- MSPs facing challenges with growing sales

Training Inclusions

- 4-hours of virtual, interactive content taught by an expert instructor with MSP sales expertise
- Downloadable videos* of the content you can watch on-demand at your convenience
- Downloadable slide decks, handouts and resources

Learning Objectives

Partners attending this training will learn how to:

- Change your mindset around sales
- Reduce clutter to focus on sales and other high value products
- Network and leverage relationships
- Properly qualify prospects

* Videos will either be recordings from your session or previously recorded material in which partner faces and voices have been removed. It is recommended to attend trainings live to receive the full benefits of interactive Q&A with the instructor and class participants.

Training 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 turnaround 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 a plan and a strategy
- Researching your network and setting time aside for networking

Session 4: Properly qualifying prospects and spending your time and energy on those that are the right fit

- Building rapport
- Lead in and power questions
- B.A.N.T. – Budget, Authority, Need, Timeline
- Questions you need to ask

Meet the Instructor



Keith Marchiano

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Testimonial

"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

Testimonial

"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 tactical questions or considerations."

K. Wetzel, Space Cadets