

pax8Academy

SECRETS OF EFFECTIVE PROSPECTING FOR MSPS

Syllabus

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Course Overview

IT service providers often waste their time on ineffective methods to find new business. They also waste money on doing things that do not yield results. This course will cover years of experience on doing the right things (and avoid doing the wrong things!) to ensure you focus on the top prospecting tactics that will generate results. Tactics that will build familiarity, a know, like, and trust relationship with your ideal prospect in your community.

This 4-session course is designed for partners in all growth stages and appeals to owner led sales and dedicated sales professionals looking to build a sales pipeline. It centers around how to get new leads and find new prospects.

Recommended pre-requisites to this course include:

- Take Instructor Led Course: [Selling to your Perfect Client](#)
- Take On Demand: Sales Techniques for Emerging Service Providers
- Take On Demand: Connecting with Your Audience

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:

- Complement inbound marketing with outbound marketing
- Establish language they can use to speak to their clients and prospects
- Allow partners to differentiate from the competition and not commoditize the industry
- Help partners build a know, like, and trust relationship by connecting with the buyer

*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: Marketing versus Prospecting

- Inbound versus Outbound Marketing
- Inbound marketing tactics that work
- Outbound marketing tactics that work
- Using MDF Funds to help
- Creating a marketing and prospecting calendar

Session 2: Purpose of Prospecting

- Top Prospecting tactic goals
- Law of 30
- Daily Non-Negotiables

Session 3 Top Prospecting Tactics that Work

- Review of top prospecting tactics that work
- High level overview of 5 Minute meeting
- How to effectively have center of influence meetings
- What to do when you go to a networking event?

Session 4: Seminars, webinars, and events! Oh my!

- Educational seminars/webinars
 - Discussion topics
 - Who to target
 - What to discuss and follow up strategies
- Events
 - Events You Host
 - Events Other People Host

Instructor



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Executive Coach

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Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
 - [Results Selling Framework](#)
- Instructor Led Course
 - [Results Selling Framework](#)
 - [Marketing Strategy for MSPs](#)
 - [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!](#)