getKambium

THE MSP PLAYBOOK TO UNLOCK SALES GROWTH AND PERFORMANCE

Change the way you engage, demonstrate value, manage roadmaps and revenue with prospects and clients
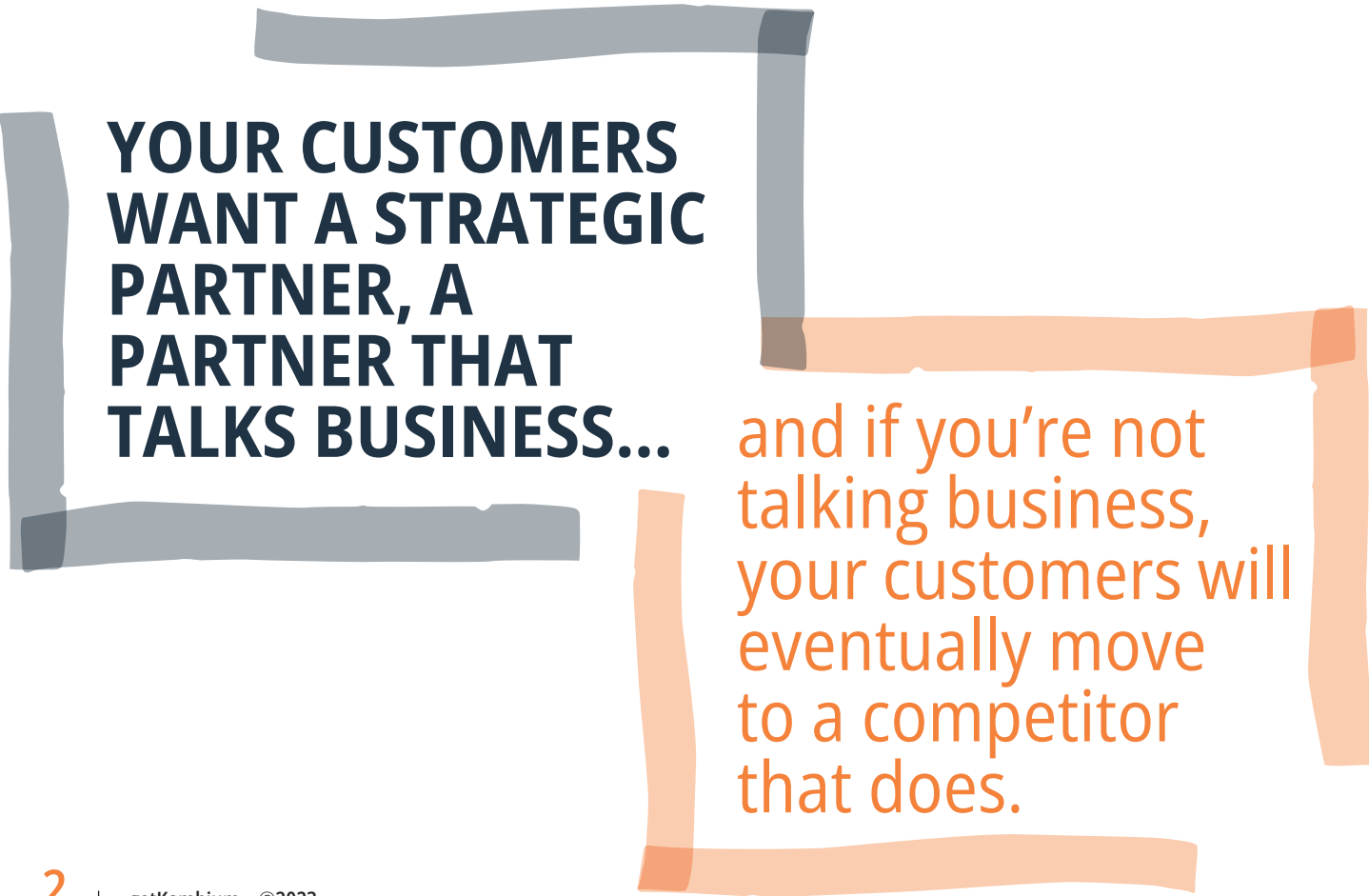
"MSPs are **** at selling"

Source: Everyone

OK, there's a general sentiment that MSPs aren't great at selling. So, what is the problem?

MSPs ARE TALKING TECHNOLOGY NOT BUSINESS

Our marketplace has changed. Tech budgets today are owned by line-of-business execs, not just the IT manager. What they SEE are service providers having technical conversations with technical people. They see maintenance people. People that are reactive, not critical to them reaching their business goals.

"Buyers today WANT a provider that has a unique knowledge of their business mission, operational needs and goals". IT Industry Outlook 2023. © CompTIA, Inc.

A provider that will help them achieve their business goals.

YOUR CUSTOMERS WANT A STRATEGIC PARTNER, A PARTNER THAT TALKS BUSINESS...

and if you're not talking business, your customers will eventually move to a competitor that does.

AND THAT'S THE CHALLENGE

Providers seeking to work with these customers need to change, especially with respect to sales techniques and activities.

Talking business, shifting conversations and processes towards a clients' business goals and outcomes, is a learning curve for most MSPs.

But it is essential to improve customer experience and sales effectiveness, to ultimately unlock growth and performance.

That's why we developed getKambium - TO MAKE IT EASY.

ASK YOURSELF, YOUR TEAM

Do we know our clients' business mission, operational needs, and goals?

Your clients have business goals to achieve, revenue targets to meet and risks to mitigate.

Technology will be essential, and they need a partner focused on using technology to achieve their goals.

WHAT'S THE SECRET TO UNLOCKING SALES GROWTH AND PERFORMANCE?

ASK THE RIGHT QUESTIONS

Ask the right questions to understand your clients' business, their goals, priorities, objectives, differentiate your approach and build rapport.

MAKE THE RIGHT RECOMMENDATIONS

Deliver recommendations and roadmaps that will help your client achieve their business goals and align your value, services and stack to their needs.

SYSTEMATICALLY DELIVER QBRs

Do quarterly QBRs focused on business outcomes, show you have helped them drive revenue, reduce cost and reduce risk.

ASK THE RIGHT QUESTIONS

To quote Jeremy Nelson, Sales Coaching Manager, Pax8 Academy, "Your first meeting with a prospect is about asking the right questions".

WITH THE RIGHT QUESTIONS YOU CAN:

- Build a rapport with your client, understand what is driving their business, where they want to be in the next 12 or 24 months.
- Understand their attitude to IT, how they see the opportunity to better use IT to meet their business goals, what they want from their service provider.
- Discuss their key risks, compliance issues, what keeps them awake at night.
- Learn who's who in the business, how they make purchasing decisions.
- Uncover service gaps and opportunities.

MAKE THE RIGHT RECOMMENDATIONS

Understanding your clients' business lets you make recommendations aligned to their business goals.

It positions you as a key strategic partner, maximising customer retention and growth.

RECOMMENDATIONS > ROADMAPS > REVENUE

Asking the right questions lets MSPs provide the right answers, recommendations that:

- Align the MSP's value proposition and technology stack to the clients' business goals and operational needs.

- Drive the roadmap.

- Deliver an agreed revenue forecast.

- Provide the baseline for QBRs that can be prepared in minutes not days.

SYSTEMATICALLY DELIVER QBRs

"One of the five key traits of top performing MSPs that drive profitability, margin and growth are systematic, business-led QBRs that engage the C-level"

2023 Annual IT Solution Provider Industry Profitability Report™.
© Service Leadership Inc.

EFFECTIVE QBRS:

- Shift the conversation and focus on a clients' business goals and needs.
- Are written to engage a broad audience including the client C-level.
- Demonstrate you are delivering technology outcomes aligned to their business goals.
- Align the MSPs technology stack to customer needs to drive higher service margins.
- Are delivered four times/year.
- Are a billable service included in a monthly fee.

"QBRs that align to a clients' business goals and priorities are a key tool to help MSPs acquire new customers, transform their client conversation and define the roadmap."

2023 Annual IT Solution Provider Industry Profitability Report™.
© Service Leadership Inc.

2.5X
PROFITABILITY

17%
HIGHER GROSS MARGINS

Research by Service Leadership Inc. clearly shows that delivering recommendations, solutions and outcomes focused on your clients' business goals and needs will have a significant impact on YOUR sales growth and performance.

2023 Annual IT Solution Provider Industry Profitability Report™.
© Service Leadership Inc.

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THE NEXT GENERATION SALES AND QBR TOOL FOR MSPS AND YOUR NEW SALES AND CLIENT ENGAGEMENT PROCESS IN A PORTAL.

Now **ALL** your managed client can have IT roadmaps and IT budgets aligned to their business:

- Your MSP knows what to expect.
- Your client knows what to expect, and what to budget.
- You can easily produce QBRs to review roadmaps and budgets with your clients every quarter.
- **Your easy, consistent, scalable and repeatable sales process!**

Quickly get to know **new sales prospects,** learn their needs and demonstrate an initial technology roadmap that sets you apart from your competitors.

Run a more detailed strategy workshops for **existing clients,** reviewing risk registers and key IT milestones, and elevate your client relationship from 'technology' to 'business'.

DAVID MITCHELL

CEO at Grassroots IT

Grassroots IT has used getKambium for client engagement for over three years now. We have had great success in getting to the important issues – the ones the clients appreciate. The depth of industry experience and recommendations available in the Library makes it so much easier for Grassroots IT to give first rate advice and value to our clients, delivered consistently across our entire team.

ADAM KOSTANSKI

CEO at Ozdoc

It is an easy-to-use tool that every sales team needs in its toolbox. As our sales engine is in early development, getKambium creates structure in our sales interactions that wouldn't otherwise exist for our junior team members. When I do business owner to business owner / senior ICT manager interactions getKambium brings a level of knowledge, structure and project planning at a high level that larger projects literally sell themselves.

TONY MEREDITH

CEO at Houston Technology

getKambium for us is about transforming the business into higher level engagements and understanding as a next generation MSP. Our customers are telling us these are the most valuable conversations that we are having. The BPR process enable us to have business level conversations that are not technology centric, rather talking feeds & speeds its now how does technology exist as a business enabler.

TALK BUSINESS WITH GETKAMBIUM

1.
getKambium provides seamless framework you and your sales/customer success team to ask the right questions, make the right recommendations, and deliver effective QBRs.

2.
Optimise your solutions and services to your clients' business needs.

3.
Automatically produces recommendations, roadmaps and budget agreed with the client.

4.
Easily prepare effective QBRs.

"What I was most impressed with was the way the product gave responses and answers to keep everything uniform and standard across the customer base, and all account management people"

ASHLEY DARWEN
Managing Director
ADITS Pty Ltd
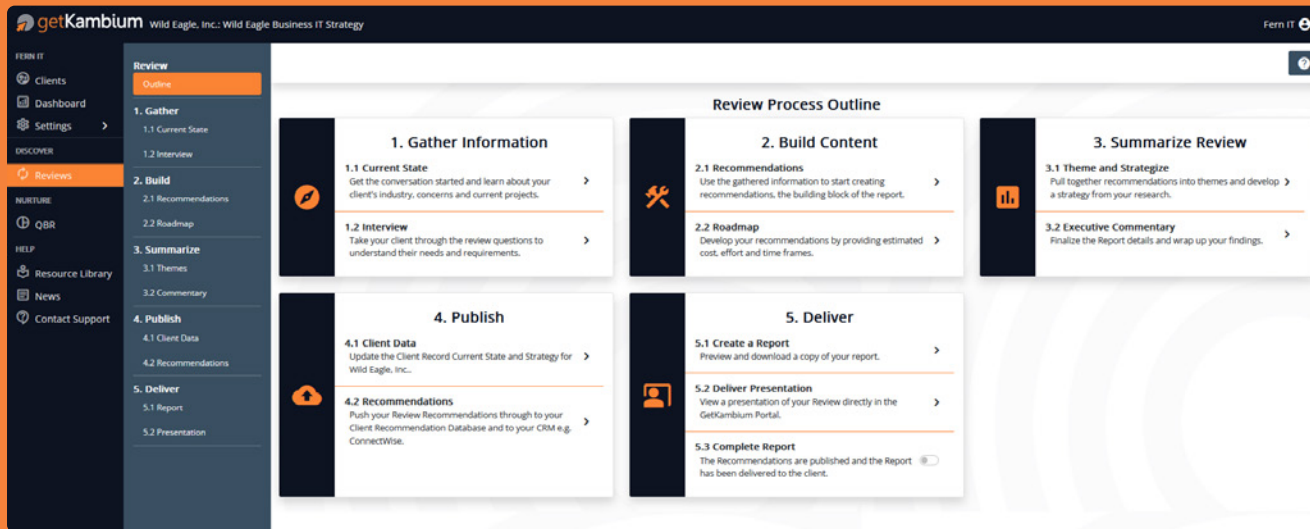
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