



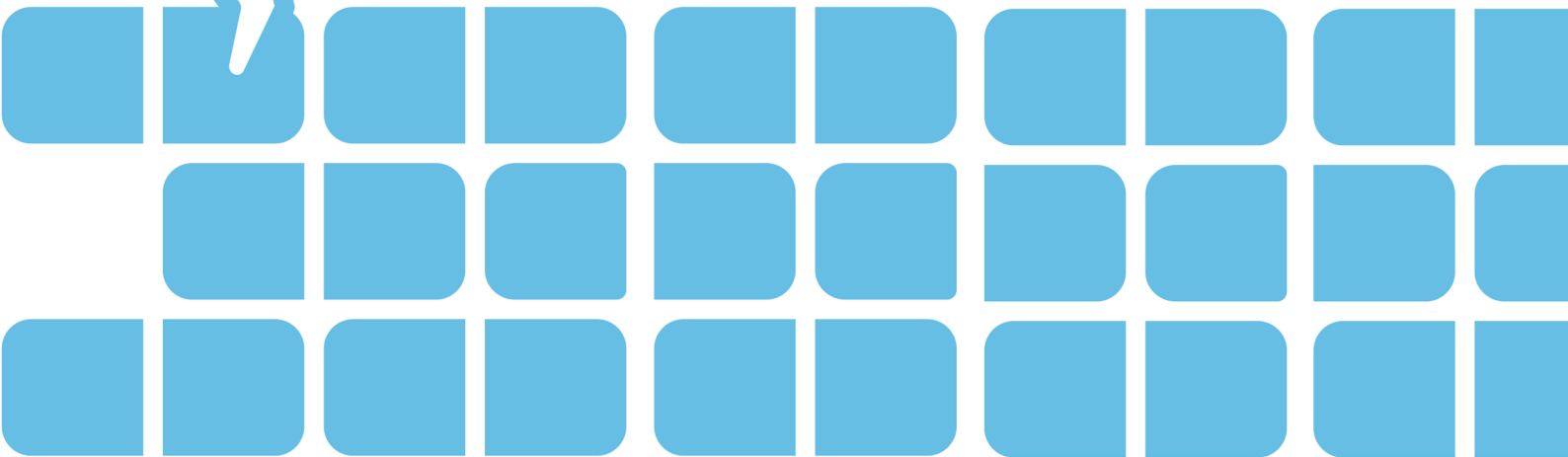
# THREE REASONS

your MSP needs  
contract automation



# Do you remember the last time you had to search for a client contract, only to find...

- It was never actually signed?
- It doesn't reflect the service you offer?
- It's expired and you've been operating out of contract?
- It was under a pile of paperwork on someone's desk, covered in coffee stains?
- ... it was nowhere to be found at all?!



## **Client contracts are the foundation of every MSP.**

The strength of service agreements can make or break an MSP's success. When a deal is made without clear, compliant documentation, or even worse - on a handshake only - it is almost inevitable that somewhere down the line, service deliverables will be impacted, client relationships strained, and profitability jeopardised.

Read on to learn how contract automation can set your MSP up for success.



# #1.

## Absolute clarity.

Questions like "is this in or out of scope?" and "why should I pay extra for that?" are all too familiar queries to hear thrown around in the day to day grind of any MSP. Whether it's by a confused engineer querying how to log their work, or a client disputing an invoice, it is one of the most universal challenges facing MSPs in today's "fixed price" geared market.

But it doesn't need to be that way. Contracts should be easy to understand, and easy to find, for the whole team.

### CONTRACT AUTOMATION TIP:

Templatisation is key to ensuring consistency of client agreements, so that each follows the same repeatable, clear and compliant structure.

- Sales people should be able to propose them quickly,
- Clients should be able to understand them,
- Operations should be able to process them easily, and
- Engineers should be able to follow them clearly.



## #2.

# Revenue & profit growth.

Quality of client contracts not only dictate your revenue, but can directly determine your profit margins, too.

On the client side, contracts need to clearly set out deliverables, scope, and pricing structure - so that if usage changes or requirements shift, you can adjust your fee accordingly. Too often MSPs find themselves stuck in an untenable deal without any clear framework for scaling or price adjustments.

On the service side, without clear contracts engineers can burn hours on something the client won't end up paying for, and your margin is further compressed.

 **CONTRACT AUTOMATION TIP:**

Your sales proposal toolset should integrate directly with your PSA so that service types, quantities and scope directly align with your client's IT environment & assets.



# #3.

## Increased MSP Valuation.

Ultimately, every MSP owner wants to secure a high yield exit - whether that's on the horizon, or way off in the distant future.

But its never to early to start considering how to maximise your valuation, and converting your income into recurring, contracted revenue is one of the most effective ways to do so.

On average, we estimate that 30% of a MSP's managed service clients are not in any form of committed contract. So a tool to help you 'lock in' casual clients WITHOUT scaring them off, is key.

### CONTRACT AUTOMATION TIP:

Leverage your company's transition to documentation compliance and electronic signatures as a reason to get more clients locked into contract, without the awkward sales push.





# Want to know more?

ZenContract has been specifically designed to help MSPs create, send and close client contracts.

Book in a 1:1 demo with our expert team today:

**Book a demo now >**

Or get in touch via [info@zencontract.com](mailto:info@zencontract.com)