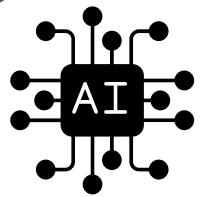


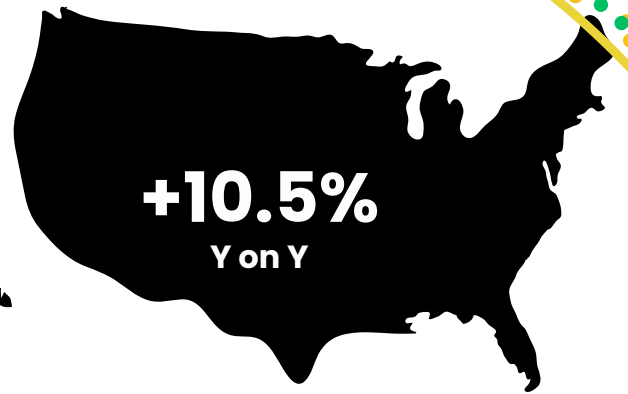
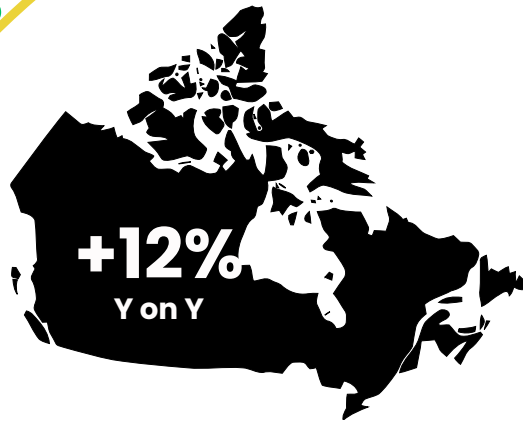
7 Mistakes That Cost MSPs Sales



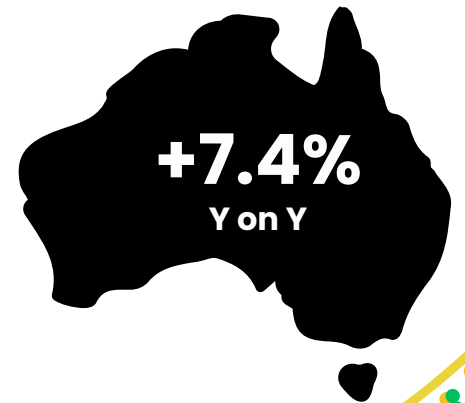
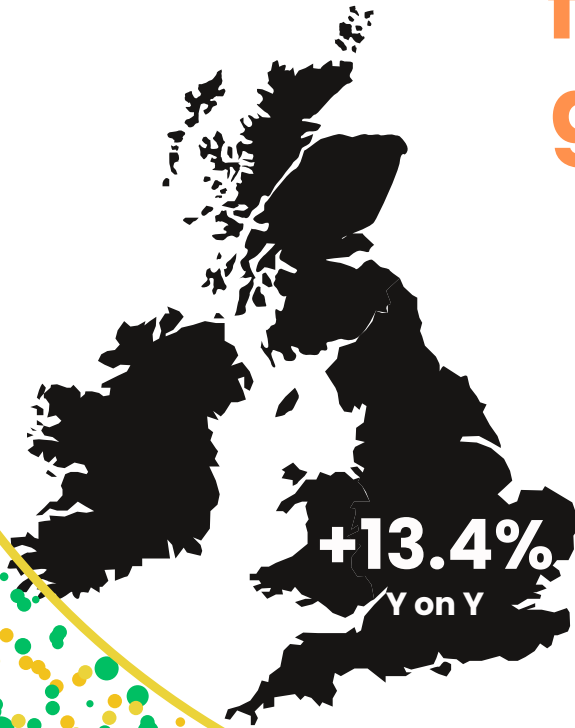
When you run a Managed Services or IT support company, it can be hard to prioritise business development.

But without new clients, your business will fail!

Discover some of the mistakes that are costing you sales and how to start fixing them.



Top countries for MSPs to grow sales in 2025



**+11% (average)
Year on Year Growth**



Introduction

**“An anticipated
market value of
\$493 billion
by 2030”**

MSPs grow at a Compound Annual Growth Rate (CAGR) of **10.72%**, showing positive trends like sectors such as **cloud computing** (CAGR 15.7%), **cybersecurity** (CAGR 12.1%), **digital transformation** (CAGR 23.1%), and **artificial intelligence** (CAGR 38.1%).

Nevertheless, with an anticipated market value of **USD 493 billion by 2030**, there is still substantial potential for growth and profitability.

This brief guide outlines the common mistakes MSPs are making in 2025 and how you can avoid them.

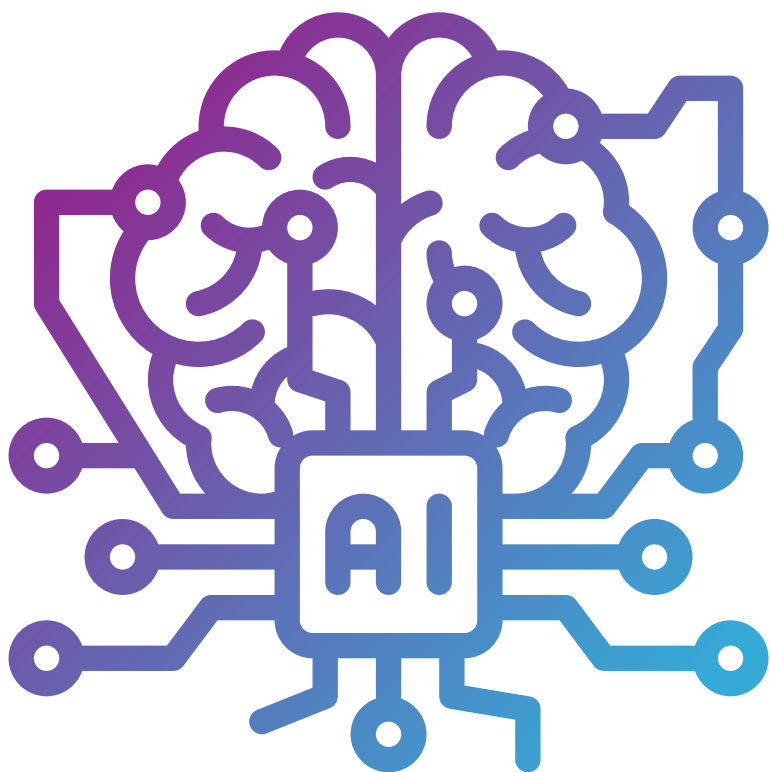
01 Client base is too small

Referrals, networking, and legacy clients are invaluable.

However, relying solely on a small client base is insufficient to achieve your growth objectives.

It is crucial to **explore technologies, systems, and strategies** that enhance your acquisition rates through **compelling storytelling, insightful analytics, and actionable plans** if you want to remain competitive.

Excelling in sales to acquire new clients in a challenging marketplace is not optional, it is essential!



Master your storytelling & scale with confidence



- Leverage AI-powered technology to gain insights into prospects' needs, refining your approach through sound judgement and A/B testing to deliver personalised outreach.
- Streamline repetitive tasks with automation, enabling you to focus on genuine, high-value interactions.
- Leverage MSP channels such as Chambers of Commerce, local networking groups, former employers, and word-of-mouth recommendations.

*"The potential revenue growth **for MSPs** is significant, as the **A.I. market is projected to reach over \$631 billion** by 2028. This makes investing in AI-driven services a strategic move..."*

02 Sales Initiatives With Zero ROI



A common myth is the belief that it is necessary to have every sales resource on the payroll.

Some MSP hire **sales directors that could cost between £150 - £300K and a VP of Sales could cost up to £500K/ year** It can prove to be a lot money if there is no R.O.I. Often, for a fraction of the cost you can get exponential results.

The LinkedIn platform founder Hoffman (2024) mentioned that " **the traditional 9-5 to 5 job will become obsolete by 2034**. This shows that there is an opportunity for MSPs to find ways to be more customer centric, project driven and efficient with their spending to increase sales.



● **DIY is Not for Everybody**

Using an outsourced sales resource provides scalability without the complexities of hiring and onboarding new employees. This allows you to concentrate on your core competencies and dedicate your energy to mission-critical activities such as strategy and customer service.

● **Cost-effective Expertise**

MSPs sometimes believe that **spending £10k/20k+ over several months on lead generation agencies** guarantees to fix the lack of sales. However, it can also exacerbate the problem. Outsourcing the right activities, on the other hand, can provide valuable support.

03 No Defined Sales Process



For MSP owners, the best person to sell is often the one who is at the helm.

But only if your internal processes (speed to produce quotes, legal approvals, etc.) are well systemised.

A lack of a clear sales process will impact on your customer acquisition, your sales cycle – and your customer churn rates.

By working with a professional business development consultant, you can put all these steps in place and start to reap the rewards.



Map Out Your Sales Process

- Have an MSP-specific sales process including consistent tactics, regular outreach and reliable deal qualification methods.
- Know your numbers such as client acquisition rates, churn and close rates to measure effectiveness.

*Top performing MSPs win up to 70% of their deals thanks to **robust sales processes**.*

Zomentum, 2024

04 Disjointed conversations

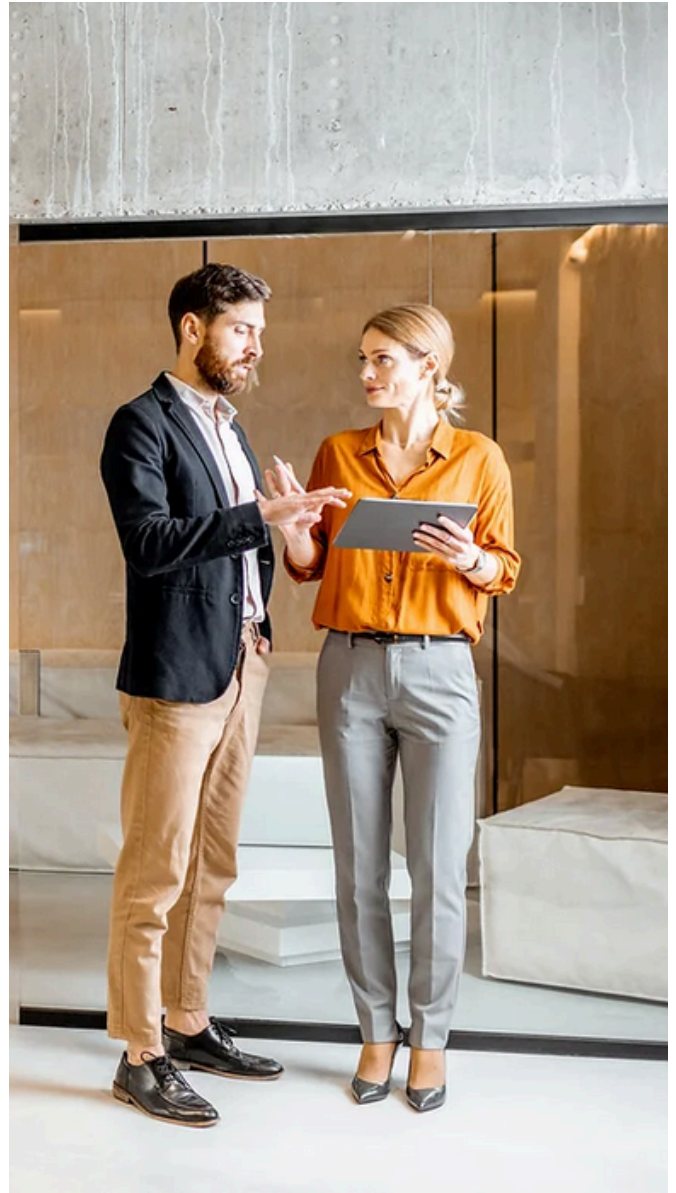
Fundamental mistakes in the way your sales team communicates with your clients can prove to be problematic.

Frequent, consistent communication with your customers is essential if you want to renew, cross-sell and upsell.

MSPs with communication plans that outline clear expectations and set specific goals will help themselves greatly!

More importantly, documenting the journey is crucial to show transparency and professionalism.

Businesses need to be kept in the loop as technology and business change, and be shown how you solve their issues so you are perceived as a trusted advisor.



- **Provide helpful resources**

Via a portal or handy online resources with frequent updates.

- **Regular check-ins**

Discuss ongoing projects for consistent communication.

- **Document results**

Your client satisfaction rates will significantly increase.

- **Anticipate problems**

Use your experience and knowledge to neutralise issues.

- **Have a dedicated account manager**

Appoint someone to look after the client – however busy you are.

05 Pricing blunders

Is Lower Better?

Cutting your prices is not always the right way to win sales!

If you go into the red trying to keep clients, your business will struggle and you will quickly undermine the quality of the service you offer.

Be consistent in your business and focus on the value and the guarantees you provide to your customers.

If you don't take this approach, you can be sure that your competitors will!

Sudden price increase or a bigger portfolio?

Communicate price changes with your customers as soon as possible. Explain about the unpredictable external factors that are having repercussions on the cost of the services you deliver.

Tough news is always hard to announce when people are caught by surprise. Don't fall into that trap!

Protect your bottom line by being candid and transparent in your communications with your customers.



Get Clear On Pricing

- Clearly identify and communicate your Unique Selling Point and price your services according to the value you provide.
- Price according to how much you make a difference to your client's bottom line.

06 Flawed sales execution

Standard training, standard results

Once you have hired the right sales people, it's important to align training with data-backed sales methodologies.

Many MSPs believe that using off-the-shelf sales strategies and standard presentations will enable them to reach annual revenue goals. But sadly sub-par sales training could seriously damage your business.

Create & keep business

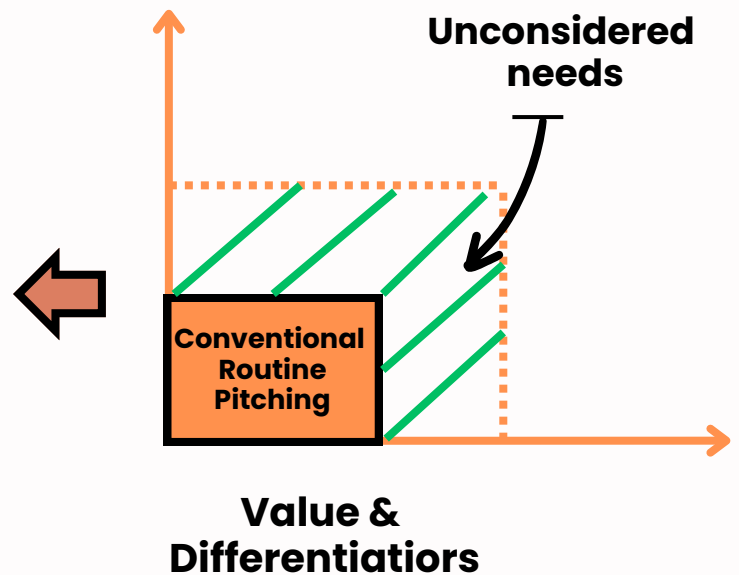
To win and retain business, it's essential to look beyond the obvious to understand a client's unconsidered needs.

A consultative selling approach coupled with quiet persistence will win the day.

Focus on creating a clear business development strategy that will help you achieve your revenue goals.

Use a cohesive, structured multi-channel approach to help increase conversion rates for cold and warm leads.

Create New Opportunities



“A study by SBI indicates that only 1/2 of CEOs believe they have the right commercial team in place to execute growth strategies.”

SBI, 2024

07 Choosing the wrong sales partner

“Outsourcing doesn’t work”

We’ve heard this many times from MDs of MSPs and IT companies who have been scarred by using a sales agency that has promised plenty of meetings full of opportunities but never delivered.

Make sure you partner with someone with expertise in your industry and who has a proven record of lead generation and conversion.



Be Sure to Find The Right Partner

- Research and compare services. Then, make sure that they specialise in your niche. Check their references to understand what type of engagement they use and the results they can offer.
- Ask them to analyse your closed-won opportunities so they can assess which of your live leads are most lively to deliver.
- Consider their level of expertise and the methodologies they use. Are they experienced in cold calling, LinkedIn prospecting, email outreach, trade show follow-ups, strategy & vision and sales consulting?

How I Help



Hi, I'm Felix

At Topsalesdev, we specialise in helping MSPs, IT Support companies, and SaaS startups boost their organic sales engine by serving as their outsourced revenue partner.

My focus is 100% on increasing sales and boosting the value of your company.

When you choose me, you get the right sales strategy for your company with the opportunity to create a strong pipeline and the skills needed to close deals.

After achieving several promotions in renowned UK-based tech companies including BT, Rotageek, IBM Turbonomic and Fuze.

Let's Grow Your Business, Not Your Headcount

I'm ready to help you:

- Grow your annual revenue.
- Build a sales machine that will enable your business to grow.
- Create and manage a pipeline of well-qualified leads.
- Implement new strategic and tactical ideas to enhance your sales process.
- Provide you with a talented team that will help you reach your next revenue milestone.

Let's discuss how I can build the right sales strategy for your company to create a strong pipeline and close deals.

Felix Gyamera

Founder, Top Sales Dev

Email

felix@topsalesdev.com