



Why Most MSP Sales Hire Fail

**And What The
Top Ones Get Right**

Table of Contents



Why is it not working?	03
<hr/>	
5 Hidden Gaps That Kill Sales Hires	04
<hr/>	
No Sales Process	05
<hr/>	
No AI Initiatives	07
<hr/>	
Weak Onboarding	08
<hr/>	
No Playbook & No Documentation	10



What Do Your Reps Hate in your MSP?



TOP 3 ISSUES

Fear of rejection

Fear of losing a job

Lack of training & coaching

Study on 90 Account Executives and SDRs (Topsalesdev.2023)

Why is not working ?

Statistics show that **the average tenure of a sales representative is just 18 months**, meaning MSPs must be prepared from the outset to navigate this challenge or risk losing their investment.

MSPs stand to lose between **\$44,450 and \$90,000** or more when factoring in hiring costs, salaries, and the time spent setting up their outbound sales teams.

Beyond the financial impact, there is often a reluctance to take decisive action when former friends, ex-partners, or previous colleagues are hired into sales roles. The reality is, salespeople are not always doing what they should be, and many lack the proper training, tools, and support to succeed.

5 Hidden Gaps That Kill Sales Hires

No Sales Process



Overreliance on proposals

Often, there is little to no meaningful discussion about the value that can be delivered to the client. As a result, everything hinges on the proposal, which may come across as overly technical and lacking clear information about the expected business outcomes.

Deal reviews

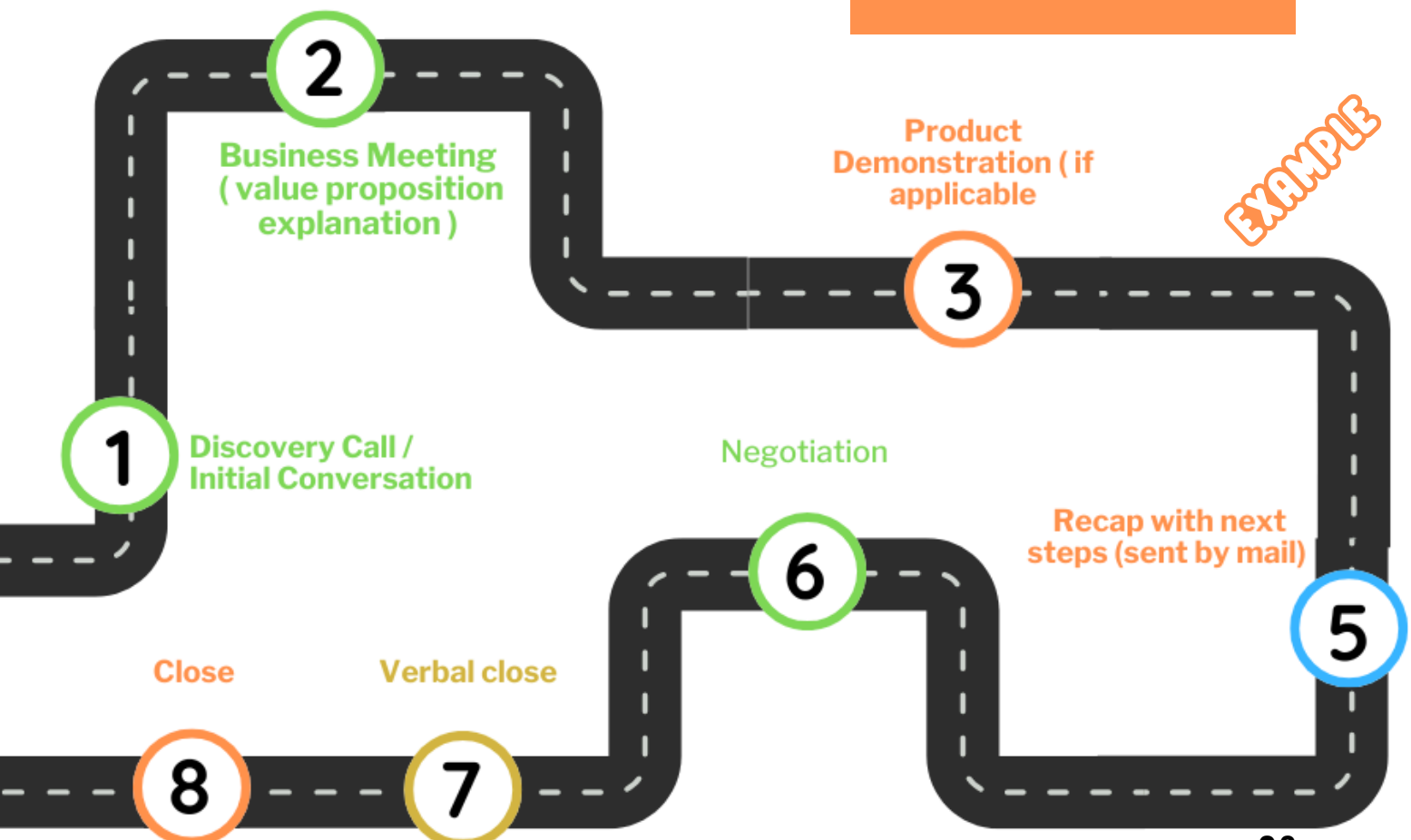
Many companies, not just MSPs, fail to conduct win/loss analyses to improve performance. As a result, they miss valuable opportunities to identify patterns and learn from them.

No Sales Process

Some Managing Directors rely on gut feeling and keep only a loose track of who they need to contact. If the CRM is meant to be a single source of truth, your data should clearly indicate where the priorities lie.

In addition to deals progressing through stages that haven't been clearly defined or agreed upon, there's often no shared understanding of what qualifies as an opportunity, what counts as 'upside', or what is considered likely to close. Below is an example of what your deal stages could look like:

STEP BY STEP



You're behind with A.I.

Outdated Sales System

Most MSPs hire salespeople and place them into outdated systems then wonder why deals do not close. Without AI-augmented processes, new hires waste time chasing unqualified leads, writing cold emails from scratch, and guessing who to call next. It is not a talent issue but a systems issue. In 2025, hiring someone to do what automation already handles leads to frustration and churn.

**QA Your A.I.
every single
day
for
60 days**

Smarter Sales Engine

AI augmented sales does not replace humans, it makes them smarter and faster. MSPs with real growth use data driven targeting AI outreach and smart objection handling. Without this support your sales hire is not selling they are just surviving and your budget suffers.

Weak Onboarding



EXAMPLE



Week 1-3

Understand the value proposition, ideal customer profile (ICP), alignment with marketing, competitors, and more.

Week 4

Objection handling drills, call shadowing, and scenario-based training, etc.

Week 5-6

Email drafting, account strategies, and inbound-only focus...



Week 7

Transition to cold outreach methodologies (e.g. LinkedIn, email, etc.).

EXAMPLE



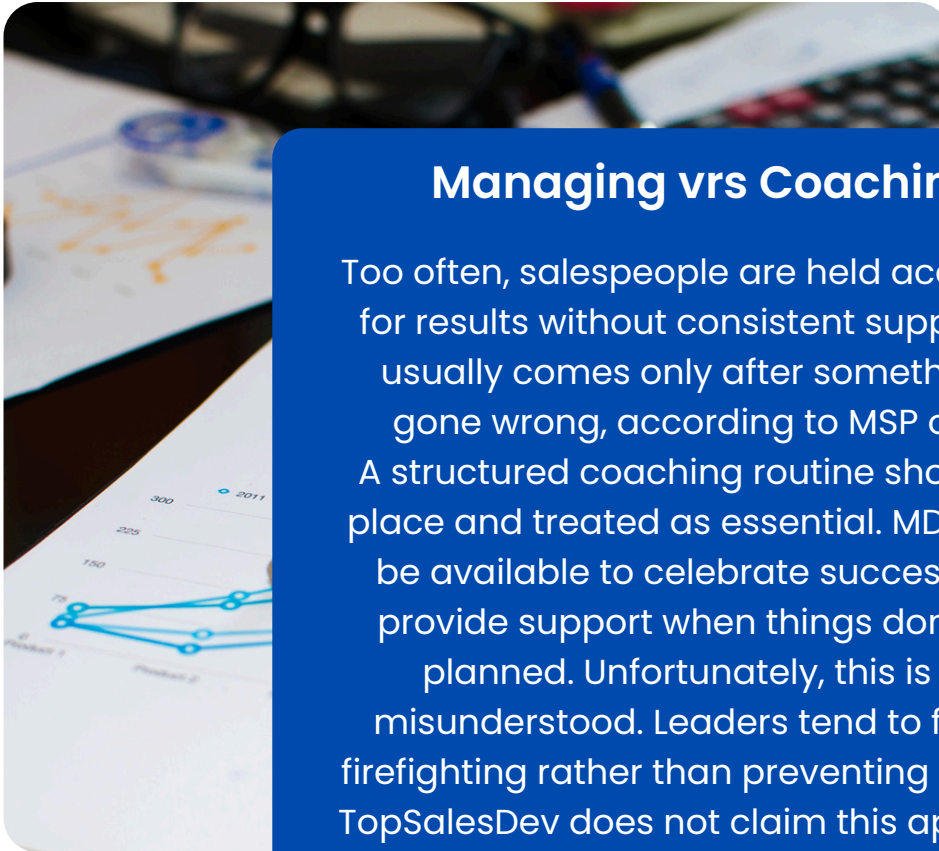
At this stage, there is no need to pressure salespeople to deliver against quota if applicable. The priority should be to manage and coach them to drive early improvements and lay the groundwork for building a quota-carrying team.

Substantial delegation should be avoided at this point.

If there is no onboarding plan, there is no performance plan.

You cannot manage what you cannot measure, so it is essential to maintain controlled exposure with clearly defined readiness checkpoints.

No Sales Coaching



Managing vrs Coaching

Too often, salespeople are held accountable for results without consistent support. Help usually comes only after something has gone wrong, according to MSP owners. A structured coaching routine should be in place and treated as essential. MDs need to be available to celebrate successes and provide support when things don't go as planned. Unfortunately, this is often misunderstood. Leaders tend to focus on firefighting rather than preventing problems. TopSalesDev does not claim this approach is wrong, but it does divert energy from more productive areas.

More effort should be made to treat salespeople as valuable team members, with attention to their career development, skill growth, and overall progression

Training with reinforcement

Within 24 hours of being taught, **salespeople retain only 30% of the information**, and after 30 days, **this drops to 20%**. It is important to hold weekly calls, conduct regular role-plays, and review real calls through daily or weekly repetition.

This consistency drives transformational results in both the short and long term

No Documentation & No Playbook

Being a top performer means being an invaluable resource. It's important to reward outstanding performance and incentivise individuals to continue delivering exceptional results. Equally vital is fostering a culture where people can openly share their successes without disrupting day to day operations.

By establishing best practices within a clear process, you can elevate your sales performance. However, it is easy to create bottlenecks, especially in sales.

Below is a quick table outlining the key qualities, attributes and KPIs that salespeople should be assessed against.

Emotional
intelligence

When to press,
when to take a step
back

Delegation

Skill / Will
framework

Team Operating
Rhythm

Trust But
Verify

One on ones, team
meetings, training,
dev sessions,
reviews, etc

Empathy

Understands where to draw the line,
show genuine concern
and care for the team



**Wondering how our
Done-for-You
B2B Sales Execution
Services can benefit your
MSP?**



Get in touch

