



# **Essential Profit Protection, Marketing And Growth Strategies For Small MSPs In The New Economy**

**How To Avoid Losing Your Clients To Aggressive “Super MSPs”  
While Driving MORE Sales, MORE Profits And  
MORE Opportunities For Growth In The New SMB Economy**

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Founder, TMT, Inc.**

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## Who Is Robin Robins?

There's no doubt about it: Robin Robins has helped more MSPs, VARs and IT services businesses to **dramatically** improve their success in sales, profits, business growth, marketing and entrepreneurial success than any other consultant in the IT services industry, period.

Robin is the founder of Technology Marketing Toolkit – an organization that has worked with over 10,000 IT services firms in the last 2 decades to implement more strategic and effective marketing plans and sales systems.

She currently runs the largest C-level peer group in the IT services channel for MSPs, with over 1,200 members in various levels of membership. Her annual event, the IT Sales and Marketing Boot Camp, attracts over 1,200 attendees every year in person (over 2,000 including virtual) and is sponsored by the IT industry's leading vendors.

Robin is also the founder of *MSP Success Magazine* and Big Red Media, a marketing firm that works with over 300 channel vendors to help them get more MSP partners, as well as create marketing kits, plans and campaigns to help their existing partners be more successful in marketing. Her firm is also the largest reseller of CRM systems and marketing automation tools in the IT services industry.

She has been voted a #1 speaker at many industry events, such as CompTIA's BreakAway, Channel Partners Conference and Expo, ASCII's boot camps, Connect IT, DattoCon and IT Nation. She has been published in eChannelLine.com, *Channel Pro* magazine, *Sales and Marketing Magazine*, *Selling Power* and *SMB Partner Community Magazine*.

Also worth noting is Robin's personal success in growing her own business. Unlike the many marketing consultants who dispense advice but don't have a successful business of their own, she actually walks the talk and has single-handedly – without outside investors – grown the largest marketing firm in our industry from scratch, outpacing and outperforming all others by a large lead.

If you want to get marketing and sales advice from someone with deep experience and a track record that is second to none, you want to follow Robin.

“Money isn’t the  
most important thing in life,  
but it’s reasonably close to

*OXYGEN*

on the ‘gotta have it’ scale.”

Zig Ziglar

## **What Gets In The Way Of Profits And Growth?**

- No Clarity On Goals, End Game, Purpose
- Ignorance Of Business Financials
- Lack Of Entrepreneurial (Business) Training, Fundamentals
- Fear Of Success (Comfort Zone)
- Trying To Do It All (Failure To Hire And Build A Team)
- Chaos; No Planning, No Tracking, No Structure, No Systems
- Desire To “Fit In” And Avoid Criticism, Which Leads To Timid Marketing And Passive Selling
- Laziness, Constantly Seeking Easy Buttons Vs. Doing The Work
- Overreaction To Negative Circumstances, Easily Scared, Easily Frustrated And Easily Deterred By Setbacks
- Inability To Focus, Easily Distracted
- Cheapness, Unwillingness To Invest In The Business, Self
- Thinking And Making Decisions Like A T.E.C.H. With Helpers Vs. A R.E.A.L. Entrepreneur

*How many of the above are you being shackled by?*



## The 3 Biggest OPPORTUNITIES You're A Fool Not To Capitalize On:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

[illegible]

# The 3 Biggest THREATS To Your IT Services Business You Dare Not Ignore:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# 7 Strategies To Build R.E.A.L. Business STRENGTH, Stability And Security Right Now For Smaller MSPs





# Essential Strategy #1:

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## How Most Mess This Up:

- Inability To Explain The \_\_\_\_\_ Of Managed IT
- Including \_\_\_\_\_ (\_\_\_\_\_ is a VERY bad idea)
- Never Going Back To \_\_\_\_\_ Client To Upsell Them

## Your Service Offering Needs To Be 3 Things:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

[illegible]

# Essential Strategy #2:

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## Why Most MSPs Get Paid FAR LESS Than They Could

- Ignorance and stupidity about \_\_\_\_\_.
- Copying \_\_\_\_\_.
- Selling to broke people (poor targeting of \_\_\_\_\_).
- Fear of \_\_\_\_\_ (emotional pricing).
- Giving services \_\_\_\_\_.
- Predetermined belief about “\_\_\_\_\_.”
- ZERO \_\_\_\_\_.
- No \_\_\_\_\_ from \_\_\_\_\_.
- Poor \_\_\_\_\_, lack of \_\_\_\_\_ in self and business.

*How many ways are you allowing yourself to get paid a LOT less?*



## Notes:

[illegible]



## Financial Targets You Should Be Hitting In This Economy Right Now:

Topline Growth: \_\_\_\_\_

Gross Margin: \_\_\_\_\_

Net Profit: \_\_\_\_\_

MRR As A % Of Sales: \_\_\_\_\_

### New Client Acquisition Numbers You Should Know:

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# Notes:

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# Essential Strategy #3:

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**“Who your customer is today  
is a piece of data. Who your  
customer should be is a  
*piece of your strategy.*”**

Dr. Nido Qubein

## 4 Types Of Client Relationships:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Client Relationship Litmus Test #1:

What's your client \_\_\_\_\_ ratio?

## Client Relationship Litmus Test #2:

When you send a promotion to your clients  
(via e-mail, letter, phone call), do they

\_\_\_\_\_?

# Essential Strategy #4:

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**“Differentiate  
*or die.*”**

Jack Trout

## 4 Musts Of A Strong \_\_\_\_\_:

1. It MUST be \_\_\_\_\_ to you.
2. It MUST have \_\_\_\_\_.
3. It MUST have a \_\_\_\_\_ to your target market.
4. It MUST be \_\_\_\_\_ before they buy.

**“Nobody knows how good, reliable,  
valuable or much better you are before the  
sale. Before they buy, they only know  
*how good your  
marketing is.*”**

Robin Robins

[illegible]



# Essential Strategy #5:

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## 3 Types Of Employees Who Will Sink Your Company:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Essential Strategy #6:

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## Dangerous “\_\_\_\_\_” In Your Business:

- Only ONE \_\_\_\_\_.
- Only ONE \_\_\_\_\_.
- Only ONE \_\_\_\_\_.
- Only ONE \_\_\_\_\_.
- Only ONE \_\_\_\_\_.
- Only ONE person who \_\_\_\_\_.

# Essential Strategy #7:

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# The 4 Most Critical Marketing Oil Wells For An MSP:

1. Maximizing \_\_\_\_\_.
2. WEEKLY \_\_\_\_\_.
3. \_\_\_\_\_ To Close Campaign.
4. \_\_\_\_\_ And \_\_\_\_\_.



**Real Wealth In Business Is  
Made By \_\_\_\_\_ Something,  
Not \_\_\_\_\_ Something.**





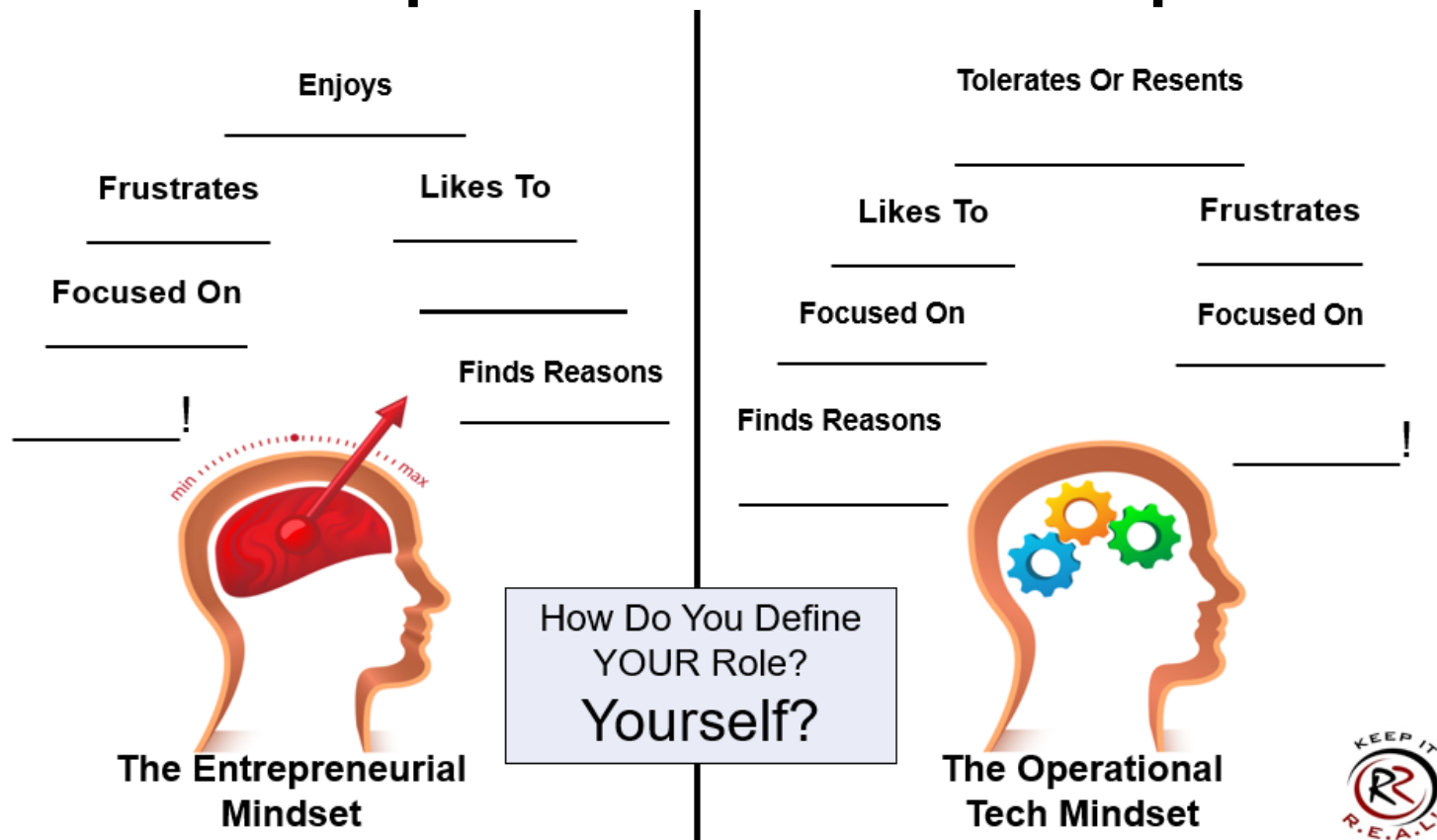
# What Is Your “Enough Is Enough” Number?

[www.calculator.net/retirement-calculator.html](http://www.calculator.net/retirement-calculator.html)



The term “\_\_\_\_\_” business or “\_\_\_\_\_” is a ***total B.S. concept*** made up by marketers to make small business owners feel okay about their lack of growth, sophistication and profits.

# R.E.A.L. Entrepreneur Vs. T.E.C.H. With Helpers



## Notes:

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# 8 Entrepreneurial Disciplines You Have To Master To Grow Profitably

<b>Leadership</b> <ul style="list-style-type: none"> <li>• Your Vision, BHAG And Mission</li> <li>• Company Values And Culture</li> <li>• Goal Setting For Your Company</li> <li>• KPIs (Key Performance Indicators)</li> <li>• Entrepreneurial Productivity Strategies</li> </ul>	<b>Service Delivery</b> <ul style="list-style-type: none"> <li>• Packaging And Pricing Service Plans</li> <li>• Profitable Pricing</li> <li>• Service Fulfillment Systems And Teams</li> <li>• Tools And Software Needed</li> <li>• SOPs, Systems</li> </ul>
<b>Marketing</b> <ul style="list-style-type: none"> <li>• The 4 M's Of Marketing Strategy (Foundation)</li> <li>• Your Value Proposition And Brand Promise</li> <li>• The 4 Major Marketing Oil Wells</li> <li>• Your CRM Platform And List Building</li> </ul>	<b>Sales</b> <ul style="list-style-type: none"> <li>• Sales Team Structure And People</li> <li>• Quotas And Compensation</li> <li>• Sales Playbook</li> <li>• Measurement, KPIs</li> </ul>
<b>Management</b> <ul style="list-style-type: none"> <li>• Creating Systems And Processes</li> <li>• Creating Work Standards</li> <li>• Your Organizational Chart Of Divisions, Roles</li> <li>• Managing For Performance</li> </ul>	<b>Money</b> <ul style="list-style-type: none"> <li>• Business Financials Made Easy</li> <li>• Managing For Profitability</li> <li>• Your Model To \$1 Million, Profitably</li> <li>• Understanding Key Financial Metrics</li> </ul>
<b>People</b> <ul style="list-style-type: none"> <li>• When To Hire, Who To Hire</li> <li>• Hiring Systems To Avoid Bad Eggs</li> <li>• Training Systems</li> <li>• Employee Scorecards And Standards</li> </ul>	<b>Risk Mitigation</b> <ul style="list-style-type: none"> <li>• Proper Insurance Coverage</li> <li>• Cyber Security For YOUR Business</li> <li>• Professional Contracts</li> <li>• Debt Elimination, Cash Reserves</li> </ul>

**“Great things should be done  
*without hesitation*  
so that the feeling of danger  
would not weaken one’s  
*courage and speed.*”**

Julius Caesar