

# 4 Killer Ways for MSPs to Add New Customers



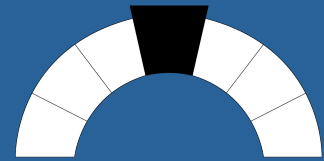
## Want to Add New Customers?

If you are responsible for finding and securing NEW Managed Service Agreements then this guide is an absolute gift from the Gods.

Read it in it's entirety and in less than 7 minutes you will learn:

- How to breakdown traditional barriers that prevent the acquisition of new customers
- How Cybersecurity can differentiate you in a crowded and competitive market
- How to challenge the mindset of prospective clients and create urgency for them to work with you

Sound good? Are you Excited? Great. Time to look at 4 Killer Ways for MSPs to Add New Customers!



### 1. LEAD WITH CYBERSECURITY

### 2. ATTACK REGULATED INDUSTRIES

### 3. SHOW THEM THE BULLSEYE ON THEIR BACK

### 4. DARE THEM TO TEST

# #1 - Lead with Cybersecurity

How do you get the first appointment with a prospective customer? What do you say that grabs their attention and entices them to grant you a meeting?

What is your *Unique Value Proposition*? What is your company's *Secret Sauce*? What makes the MSP you work for better or different than the other MSPs competing against you?

Do any of these answers sound familiar:

**"Mrs. Customer, my company employees only the highest credentialed and experienced technicians and engineers, therefore - we are the clear choice".**

**"Mrs. Customer, we will respond to your IT service request faster than a liquid-fuel rocket. Your employees will not have to wait to get a response from our technical team ever!"**

**"Mrs. Customer, we handle your Information Technology so that you can focus on your business."**

**"Mrs. Customer, we are more than a Managed Service Provider, we are your Trusted Adviser."**

If you say these things, or anything similar, when meeting with a prospective client then chances are... you are not memorable, different or unique in the eyes of that prospective client. Why? Because your sales story, your message is the same as everyone else!

Instead of leading the sales conversation with traditional (and commoditized) selling propositions, try leading with a compelling, fresh and unique message built around cybersecurity. Imagine how many more prospective clients would take a sales appointment with you if you said:

**"Mrs. Customer, we protect you from the malicious cyber-criminals who are determined to steal your time, assets and money."**

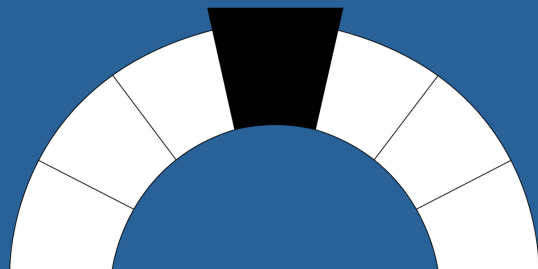
Of course you will continue to offer and provide your core managed IT services, but by leading with your ability to protect and secure networking environments you instantly differentiate yourself and your company from the tired and unoriginal sales stories historically used by you and every other MSP on the planet!

You Have To Be Different. Remember, you and your competition all claim to provide the same services and you all claim to do it better than the next one. Need proof? Pick three of your top competitors and spend 10 minutes reviewing the content of their websites. What do you see? You will most likely see that they offer very similar products and services. Similar enough that a potential customer would struggle to identify any radical differences between your MSP and the others. You will also notice that your competitors are all claiming to "Be the most responsive", staffed with "the brightest and most credentialed technicians", and committed to being a "Trusted Adviser". All the same value propositions that you deploy as well!



## "YOU HAVE TO BE DIFFERENT"

Change your sales message so that you are leading with Cybersecurity. You will get more appointments with prospective clients and on board more new clients than ever before!



## #2 - Attack Regulated Industries

The most common reason organizations purchase cybersecurity services or products is because they are mandated to by federal & state regulation. There are actual laws that apply to organizations operating in all types of industries that require those organizations to build and maintain effective cybersecurity programs.

Laws. Not guidelines. Not recommendations. Laws.

In fact, At least 43 states and Puerto Rico introduced or considered close to 300 bills or resolutions that deal significantly with cybersecurity. Thirty-one states enacted cybersecurity-related legislation in 2019.

The newness of imposed regulations on organizations and industries has created a huge opportunity for MSPs to provide the cybersecurity services and controls that are required to achieve compliance.



The introduction of cybersecurity regulation is happening at an alarming pace. Use this undeniable external economic factor to get new customers by following these 3 simple steps:

1. Research cybersecurity regulation. Find out what types of organizations are being forced, by law, to build cybersecurity programs. Better yet - ask your Cyberstone Channel Manager!
2. Build sales and marketing programs that specifically target industries and organizations that need help becoming compliant with cybersecurity regulation.
3. Sell cybersecurity solutions and add new customers!

## #3 - Show Them the Bullseye on Their Back



Many organizations are numb to the vast array of cyber threats and vulnerabilities. The leaders of these organizations are generally aware of the existence of cyber criminals and are also generally aware of the fact that these cyber criminals are relentlessly trying to hack into corporate computer environments. BUT, these same leaders still do little to nothing to properly protect their own organizations from cyber threats and vulnerabilities.

Why? **Because they are convinced that their organization is NOT a prime target of computer hackers.**

You have the power to be the MSP that challenges the traditional thinking of prospects and clients. **You have to help them find the "problem" that they do not know exists.** There is great value created for your prospective customer when it is you who teaches them something new. There is even more value created if you are teaching them that they are currently faced with real danger, danger they did not previously know about or appreciate.

Cyber threats and vulnerabilities are a real danger to many organizations. Here is how you show them they have a bullseye on their back and create urgency to purchase your Managed Services:

- 1. Tell Great Stories** - Build your library of stories that you can share with prospects. Tell them about your experience as an MSP in dealing with cyber attacks and incidents. Talk about the disruptions and impacts you've seen cyber attacks have on organizations that are very similar to theirs. Help them visualize the danger that exists.
- 2. Use Third Party Statistics** - There are so many credible sources available that publish meaningful statistics related to cybersecurity incidents and attacks. Many of your prospects see the big public companies get breached by hackers on the evening news but what they don't see are the companies that look very similar, if not identical to their company getting breached by hackers on the news. Third party statistics can help show your prospect that they are in fact prime target of hackers and create a sense of urgency to take action.
- 3. You Have an Obligation** - This strategy is incredibly bold, but very effective. Tell your prospects that you have an obligation to talk to them about cybersecurity. Try saying something like this *"Mrs. Customer I know my firm can do a great job supporting your information technology needs, but I am concerned about your exposure to cyber threats like hackers. I have an obligation to tell you that based on our conversations, I believe you are at significant risk. I'm not sure if my competition has told you this already, but I cannot continue our business relationship without you knowing all the cybersecurity pitfalls that exist in your technical environment"*. This will immediately grab their attention and position you as an honest and sincere partner.

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## #4 - Dare Them to Test

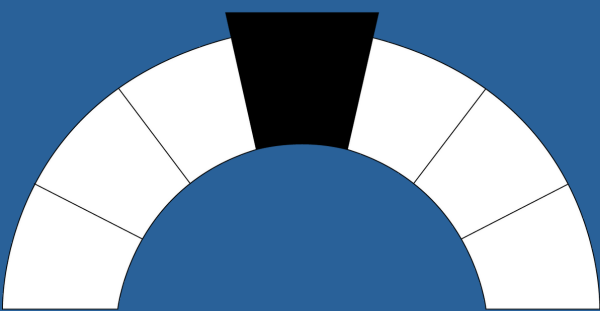
The results of a penetration test or vulnerability assessment can be alarming. Ethical hacking exposes weakness in cybersecurity controls. It shows the prospect how easy it would be for a hacker to gain unauthorized access to their network and steal or destroy the crown jewels of their digital assets.

The findings of these tests are objective, real and often times - scary. They will help you gain new managed service clients if you chose to deploy them as sales and marketing tools.



Try one or more of these sales and marketing tactics to "Dare" you prospects to test their cybersecurity controls:

1. **Challenge the incumbent** - Many times the biggest obstacle to gaining new clients is removing the incumbent MSP or internal IT resources. Dare your prospect to test the effectiveness of their current IT support by conducting a penetration test or vulnerability assessment. They will discover just how bad their network security is and ask you to fix it (AKA you just got a new client).
2. **Make it a door prize** - If you are like most MSPs part of your marketing plan includes regular educational events and presentations (i.e. a Lunch n' Learn). Many of these events will have a door prize give away to encourage attendees to register and show up. Consider giving away a vulnerability assessment as the door prize for your next event! Especially if the topic is cybersecurity related. Unlike a gift card or gadget - the assessment will get you a new client!
3. **Give it away, for FREE** - That is right. Run a very targeted campaign to a select few prospects and offer to complete a Vulnerability assessment at no cost. While your competition is giving away network assessments, your complimentary offer will be unique. If you look at the cost of a vulnerability assessment and consider it to be a selling expense for a new managed service agreement - you quickly notice the ROI is a no brainer!



**Now go get new clients!**

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