



one page summary



speaker

**Jeff  
Ton**

title

## How can MSPs amplify value?

### Who's the speaker?

Jeff Ton, the speaker for this session, is a bestselling author, the CEO of Ton Enterprises, and the personification of an MSP industry veteran. With over 4 decades in the MSP industry, Jeff has seen it all. He's currently a strategic IT advisor for InterVision Systems, using his experience to enrich their operations with strategic insights.

### The core idea

The core idea of this session is to help you amplify, and maximize the value you provide to your clients as MSPs.

### The breakdown

Jeff Ton brings A LOT of great insights to the table. Let's take a look at some of the highlights;

- Just being good at your job as an MSP doesn't guarantee that clients will stick with you. You'll need to provide additional value to create that stickiness with your clients.
- Strategic vendors who think about solving problems for the future are high-value partnerships for clients, who will actively involve them in yearly planning and future-proofing conversations.
- Fruit strategic conversations happen lesser through scheduled meetings, and more through coffee breaks and business dinners.
- MSP can help clients bring their vision to life by powering execution through previous experiences and lessons.

### Action points:

- Go beyond your service responsibilities. Pitch in on strategic discussions with clients, and offer guidance with your expertise to add value over time.
- Talk to your clients. Ask them about their vision. Go to the conversation with specific questions that can bring clarity and alignment on future projects.
- Understand your clients' business bottomline. Understand what problems you're solving for them by leveraging casual conversations with clients, and share ideas to further add value.
- An easier way to create strategies is to take your client's vision and build backwards. With clearly defined steps to move forward, you can start executing and creating value.
- MSPs need to start doing QBRs to talk strategy effectively with clients.



If your CTO or CIO is convinced of the value of the advancement in question, the budget will follow.