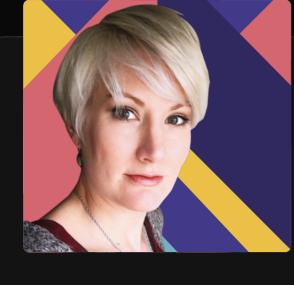




one page summary





Kris Blackmon

speaker

title

How can MSPs upsell to their existing customers?

Who's the speaker?

Kris Blackmon, the speaker for this session, is the Chief Channel Officer of JS group. Kris Blackmon is a highly respected leader in the channel, who shares insights on content and community-building to help emerging MSPs grow.

The core takeaway from this session is to help you create

The core idea

strategies to upsell to your clientele with ease.

The breakdown

highlights:

Business reviews are one of the most underrated tools in

Now, let's break the session down into its best bits and

uncover business risks and opportunities that lead to upsell.

• Annual Business Reviews (ABRs) are a great way to

understand your client's goals for the future, and expand

an MSP's arsenal—they increase customer stickiness, and

your relationship by aligning your services with their problems.

• By outlining 3 to 5 strategic initiatives that will grow different parts of the business, you can increase customer

stickiness and unlock more upsell opportunities for the

 For recurring reviews like QBRs, it's important to be concise. Let your clients know you value their time by demonstrating value through a short and direct review session.

Ensure that you fulfil three goals with each business

review: you provide a measuring stick, track the broad

success metrics, and solidify customer commitment and

engagement.

Action points:

future.

- Do your homework before a business review. Know the stakeholders, set business objectives, share success stories and case studies, list unresolved issues, and set a solid timeline for success.
- Four steps to getting your ABRs right: align with their business objectives, review and resolve past business goals, set new business goals, and outline future opportunities.
- Sign off (literally) on the plan with the joint responsibilities to commit to them together.

An effective template for effective QBRs:

 Check out the session for a super-useful QBR scorecard template to use with your clients.



You can't be satisfied with just what's working today. To capture a recurring customer for the long haul, you have to always be looking for ways you

can contribute to their future.

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