



one page summary

# SUPER SUMMIT

SUPERCARGE YOUR MSP'S SUCCESS



speaker

**Kris  
Blackmon**

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 idea

The core takeaway from this session is to help you create strategies to upsell to your clientele with ease.

### The breakdown

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

- Business reviews are one of the most underrated tools in an MSP's arsenal—they increase customer stickiness, 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 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 future.
- 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.

### Action points:

- 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.
- 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.
- An effective template for effective QBRs:
- Sign off (literally) on the plan with the joint responsibilities to commit to them together.
- Check out the session for a super-useful QBR scorecard template to use with your clients.

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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.