



# 16 MSP sales email templates that just work:

More MRR, Less effort.



Plus best practices  
to supercharge  
your MSP sales

ebook



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*A \$1,000/month contract becomes \$12,000/year and \$36,000 over three years. Plus, that client totally relies on you for other purchases as well. Get fifteen of those and you've got \$180,000 a year! Add twenty contracts at \$3,500 per month and you've got a million dollars. The most beautiful thing about managed services is the recurring revenue. It's built into the system. It IS the business model.*

**- Karl W. Palachuk, Public speaker and MSP expert**

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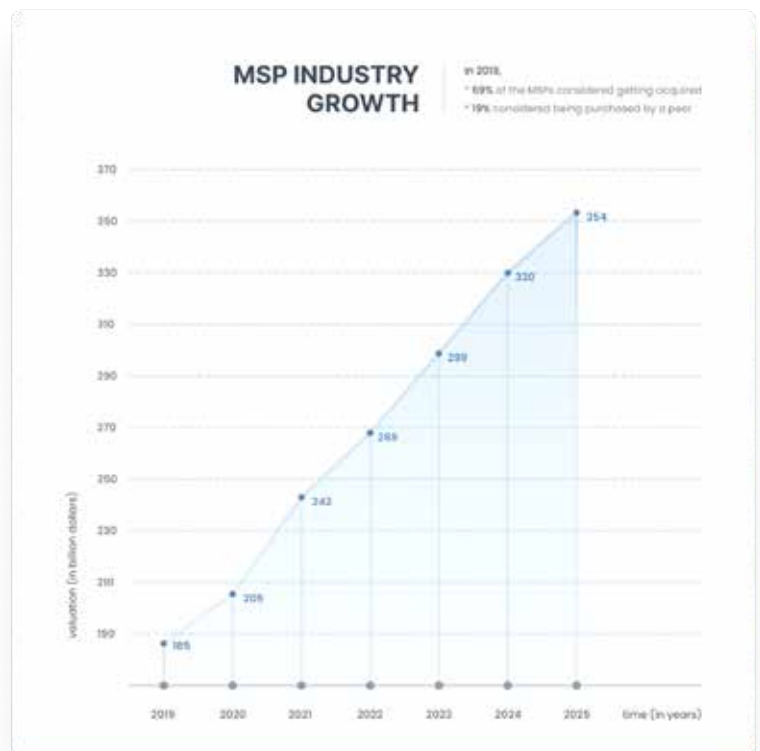
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# MSP industry and the sales conundrum

The Managed services industry is set to hit the **400 billion USD** market cap by the end of this decade. What started almost 2 decades ago (in the 90s) with the advent of the internet world has now matured and is being adopted across sectors to deliver IT services. Today, MSPs around the world help businesses (From SMBs to MNCs) with cloud consulting, cybersecurity, remote hardware monitoring and management (RMM), data storage and so much more.

With a projected **11.5 % CAGR** in the first half of this decade, the MSP space is one of the fastest-growing verticals in the IT sector. Additionally, the high-profit margins (**50-75% Gross margins**) in the



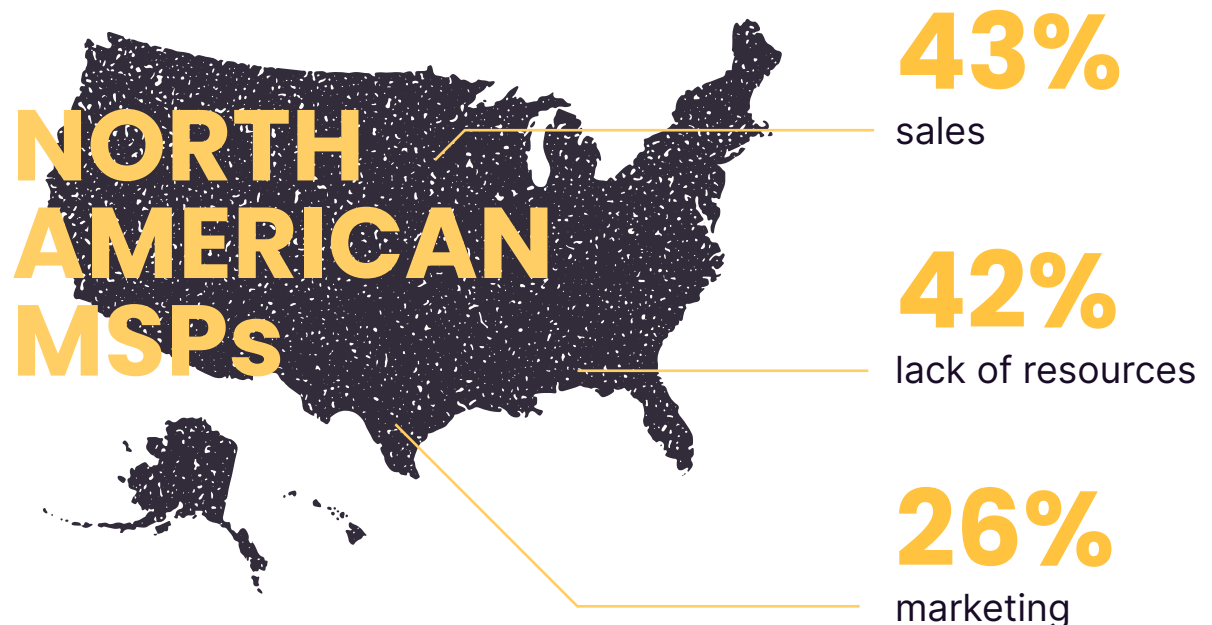
business have made it a very desirable space. With all this said, it is only rational to conclude there is money to be made in the MSP business. Although, the fact remains that it is still hard to get your share of the market.

## why is that?

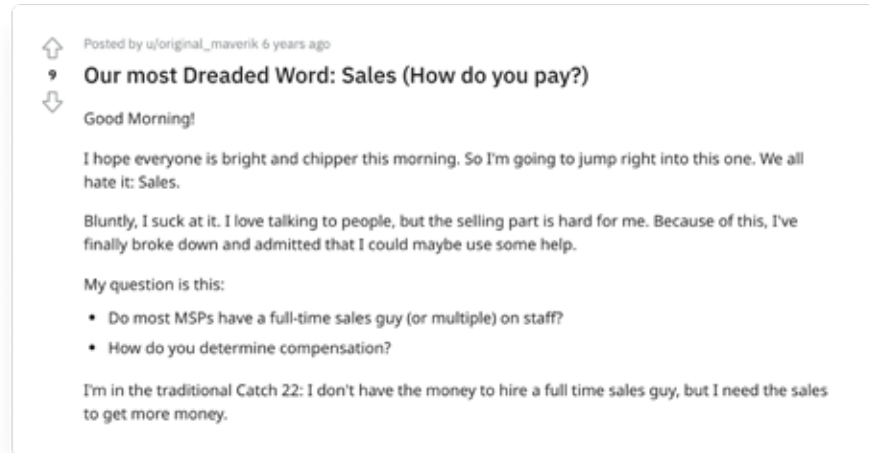
## The stubborn nature of the MSP market

The MSP market is very sticky—clients tend to stay with you for quite a while. It is so sticky that only **5%** of the market turns over every year with the average sales cycle being **90 days**. It means out of every 100 prospects, only 5 look to shift in a year. It means you'd be competing against all the MSPs in your locality to get that 1 client out of 100 prospects in 3 months. Add to it the location-specific nature and it becomes clear as to why it is super hard to scale.

So, it is no surprise that for a high-growth sector with big money, sales still remains to be the biggest challenge for MSPs. A 2020 report published by [Tequity Advisors](#), a Canadian Tech M&A Advisory Firm shows that a staggering **\*\*43%\*\*** of the North American MSPs find **\*\*sales\*\*** as their biggest business hurdle.



Another key factor that attributes to sales being the Achilles heel is the tech-savvy nature of the people who work in the industry. It is true that folks in the MSP space do not enjoy taking sales calls and meetings as much as they enjoy setting up high-tech servers for a client.



So, if you are an MSP, your success probably depends on:

- Finding ways to cut through the noise consistently
- Creating your own brand
- Giving every reason for your prospects to take the discovery meeting with you

But, marketing costs money.

The question now is "**Can your MSP afford it?**".

Ideally, MSPs that gross over 50% annually can afford to allocate a decent chunk of their budget for marketing. Well, if you're just starting out, then you're already at a disadvantage not being able to spend so much on attracting your clients. This is also why sales is such a huge challenge in the sector.

**Well, how can MSPs tackle these hurdles and fill their sales pipeline with leads consistently?**

This ebook will address the **challenges** involved around **MSP sales** and discuss innovative and quirky methods to win more customers.

**(Oh...Almost forgot) While spending less! Read on.**

# MSP sales – Here's what you're doing wrong

If you are an MSP owner, your prowess with handling technology is without question. Although, we've established that running a successful MSP takes more than the technical know-how you possess. It is a hard business that requires great people skills and a relentless approach to sales.

Well, the fact is everybody tries to sell. The real question is, "**Are you doing it right?**"

This is why, it is important to assess our current methods for their effectiveness before we start talking fancy sales methods.

Here are **5 common mistakes** to avoid while setting up your MSP sales engine.

## Trying to be everything for everyone

The MSP market serves clientele from every possible industry. The needs and requirements change with every client and it is practically impossible for a single MSP to cater to the entire market. So by trying to cater to everyone, you end up catering to no one in the market. This is why the best way to grow an MSP is to **pick a niche and develop** your expertise around it. If you're an MSP for manufacturing businesses, you'd know their business processes in-depth and offer specialized services that help you stand out in the vertical.

Simply knowing,

"Oh, network outages and interruptions are a common problem in the manufacturing space. So optimizing for downtime is crucial", will inspire trust in your clients about your domain expertise.



**Choose a vertical and grow!**

It simply means that not everyone is your customer.

It simply means that not everyone is your customer.

At the end of the day, the real question is not about how many leads you've generated. It is about how many of those leads (target customers) are relevant to you. These are what we call as **SQLs (Sales Qualified Leads)**. We'll discuss more on lead generation at a later stage in this ebook.

## Relying fully on traditional methods to work

We're not saying don't cold-call prospects, just don't put all your eggs in one basket. In fact cold calls and emails are the two most commonly used sales techniques in the MSP space. Every MSP in your locality does this. But, are they really that effective?

Try to think from your ideal client's perspective.

1. They're probably fed up with taking so many cold calls
2. They have email filters to weed-out promotional emails
3. Buying the services of any MSP is a long term investment for them
4. It is also a costly affair with recurring bills to pay

Remember, we've also established that there are too many MSPs with too little customers looking to shift. Therefore, it is safe to say that a 2 min cold call (or an email) isn't anywhere near enough to convince a prospect to buy your services.



**So, should we skip out on these then? Probably not.**

MSP sales is also about setting yourself up for luck more than you think. So, it is important to give your MSP every chance to succeed and it means to leave no box unchecked.

Do it, but don't rely on it completely to work.

## Over-networking

The essence of networking is not to just add new entries to your contact list but to build meaningful relationships in the process. Relationships take time, but they pay off in dividends in the long run.

LinkedIn is a great platform to network and build connections, but cold-emailing them with **"Do you want to"** or **"Are you looking for"** messages isn't a great way to start conversations.

All you need is a well-engaged network of 50 solid connections and not 1000 people who won't even open your message. The fundamental premise of networking is symbiosis. It means to deliver value to get value in return. So make an active effort to maintain great relationships with a select few who could **mutually benefit from your services**

## Poorly optimized website

**Search Engine Optimisation (SEO)** is one of the most crucial factors when it comes to lead generation. SEO is the process of increasing the visibility of a website on web pages that are indexed by search engines.

Think about how your clients are finding you. 9 times out of 10, it's probably by searching **"Best MSP in my location"** or **"Best MSP for XYZ vertical"** on the internet. If your MSP website does not show up on the first page of the search results, chances are, they're never going to find you. While word of mouth is the most effective way to generate leads in the MSP industry, people would still prefer to do their own research online before they reach out to you. So, it doesn't leave a good impression if they have to scroll 5 pages to find your website.



### Up your SEO game!

If you need some pro-tips, we've got you covered at the [Bugle](#).

## Not making use of existing customers

Your customers are your biggest brand ambassadors. Having employed your services and benefitted from it, they hold enough credibility to convince a new prospect to at least meet with you. Incentivize your existing clients to do the promotions for you. These incentives could be anything from offering support for extra endpoints to referral commissions per deal. While it might not be the most sustainable lead-generation method at scale, it still works wonders for smaller MSPs (especially solo MSPs) that are just starting out!

Well, now that we know what not to do, let's talk about how to bring a method to the madness that is sales.



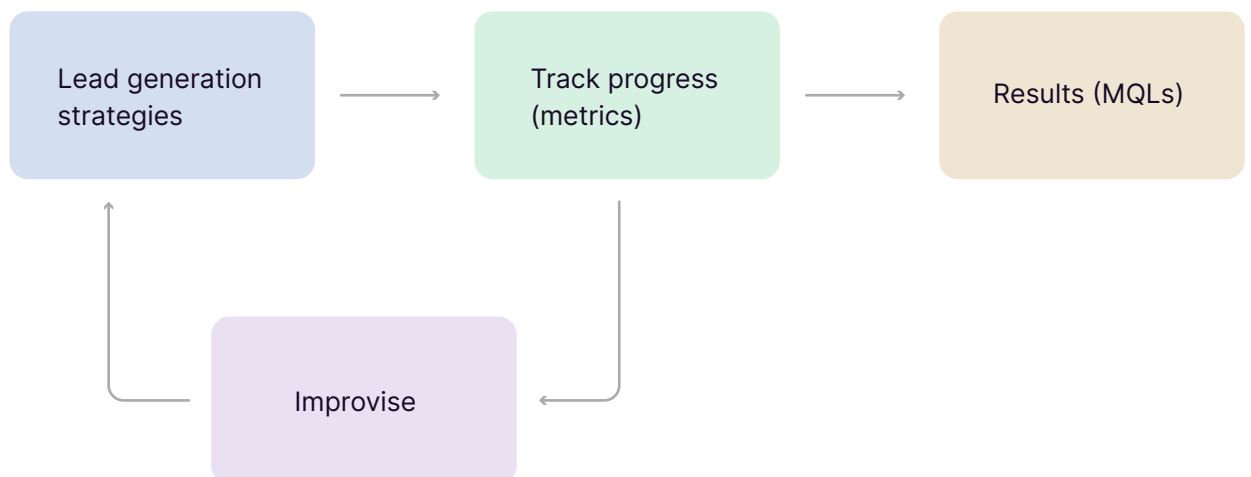
# MSP sales: The know-how

The MSP sales process could be roughly broken down into 2 stages:

1. Generating leads- Methods to fill up the sales pipeline with potential customers
2. Converting leads- Strategies to convert qualified leads into paying clients

## Building a lead-generation engine:

Lead generation is by large a product of marketing. After all, the more you attract, the more you sell. Marketing, however, is about finding ways to ensure you are known for your offerings amidst the client pool. Therefore, it is no surprise that generating leads is a culmination of various marketing experiments that evolve constantly along with customer needs. Here's a high-level overview of the lead generation process.



- Lead-Generation engine

Here's an in-depth look at the attributes of the flowchart

## Effective lead-generation methods

### 01 An interactive website

- Clean aesthetics
- Easy to navigate
- Neat and simple copies
- Definitive CTAs

### 02 SEO optimization

- Short and clear slugs (URLs)
- Use a mix of HSV (High Search Volume) and ZSV (Zero Search Volume) keywords
- Snappy and fast loading
- Compress media- images, videos, graphics
- Keywords for titles and short descriptions
- A mix of media elements to increase time on page
- Backlinks and interlinks from other websites and web pages

### 03 Build a brand online

- Consistent and relevant engagement on social media- Reddit threads, forums, etc.
- Join existing communities and client groups
- Post customer testimonials
- Uniform branding- colors, fonts, design styles, etc.
- Google reviews from customers

### 04 Emails and newsletters

- Targeted email campaigns with clear goals and expected outcomes
- Cornerstone content-ebooks, blogs, tech suggestions, etc.
- Ensure clear CTAs- booking a demo, downloading an ebook, reaching out for support.
- Attach calendar links to block meetings along with the email

### 05 Paid ads

- Google Adsense- text, image, video, interactive media ads targeted to the site content and audience
- LinkedIn Ads-Easy to reach decision-makers
- Twitter Ads-Capitalize on trends and hot news
- Facebook Ads-Easy to reach communities
- Youtube Ads-Best for targeted video ads

## Metrics to track performance

### 01 Traffic to your website

- Users – number of unique users to your website
- Pageviews – number of pages visited by a user per session
- Average session duration – time spent by a user on the website per session
- Bounce rate – the percentage of users that left your website without interaction

### 02 Paid ads

- Cost per Click (CPC) – Cost incurred when someone clicks on your ad
- Cost per Action (CPA) – Cost incurred per user action – form fill-ups, downloads, sign-ups.
- Cost per Impression (CPM) – Cost incurred per view

### 03 Social media (Organic)

- Impressions – Number of times a post is seen irrespective of actions
- Reach – Total number of times a post is seen
- Engagement – Comments, shares, likes
- Conversion – Number of visitors who click on links to other sites from a post

## Results-Market Qualified Leads (MQLs)

Well, the results are the leads. However, it is important to realize that not all leads are your actual prospects. Filtering out the noise from the lead pool is essential because it then allows you to focus the already limited time and energy on deals that have a higher chance of getting converted.

#### SuperTip:

For MSPs that are just starting out, factoring in your location might also be a good starting point.

#### So, how do you qualify the leads that matter?

There are a few key factors that could help you sort the MQLs from the overall lead pool.

1. **No of endpoints** (Company size) – Depending on the strength of your MSP
2. **Sector** – Depending on the vertical you specialize in (Manufacturing industry, health care, etc.)
3. **Client requirements** – Helps if it matches your service specialty (Cybersecurity, network management, etc.)
4. **Company revenue** – Insight into the ability of the business to afford your services

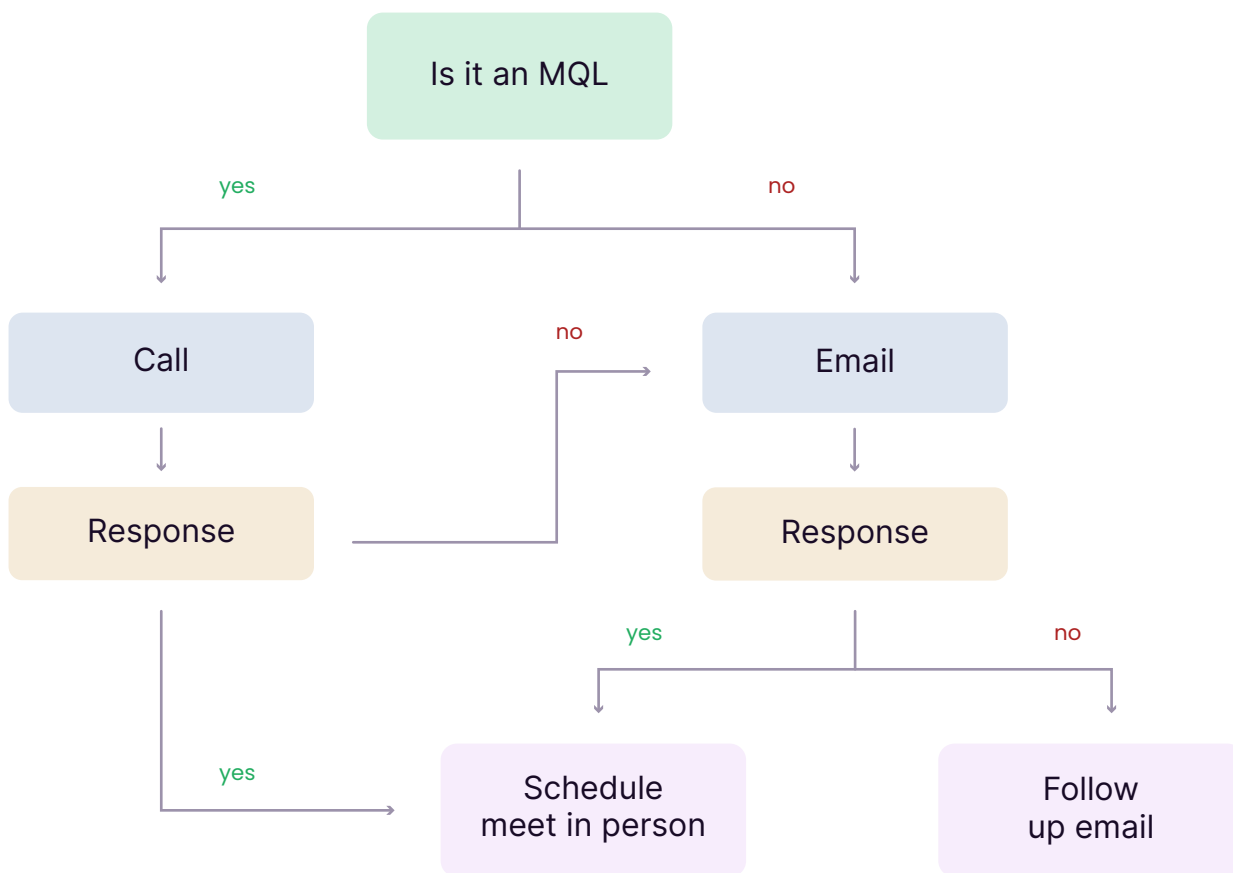
**Now that we've looked at how to generate and qualify leads, it's time to sell!**

# Converting leads

## Sales calls and emails - Get them right!

Don't just send a bunch of emails that start with "Hey, we are an MSP based out of XYZ location. We found that your business could greatly benefit from the top of the line cybersecurity services we offer...". They don't work, period. On the other hand, blindly calling prospects will most probably yield poor results.

How to decide if you should call or email a prospect? Here's a workflow:



- MSP sales workflow

## **Sales email tips you wouldn't want to miss**

1. Personalize the content- tailor the email to match the client's pain points
2. Clear and engaging subject line- the subject line should contain a hook, a reason for people to open the email
3. Install email trackers- helps you track the prospects engagement with the email
4. Establish clear CTAs. Ex: If your email is intended for a meeting, attach a calendar link. If it's for the prospect to look at the demo, end with a "Try it for free" button
5. Track email performance and improvise-keep tweaking until the open rate improves

## **Sales call tips that will leave the customer clear-headed**

1. Do your homework before you take a call- client website, domain, social media
2. Understand their pain points- look at LinkedIn posts, Reddit threads, and communities to see if they've posted a query
3. Always try to listen as much as possible before you talk
4. Follow up with materials promptly-ebooks, brochures, videos, etc.
5. Take notes meticulously
6. If possible record the conversation
7. End with a follow up task- set up meetings in person, or follow up calls and emails

# Out of the box methods that just work

## Coffee and croissants

Yes, you read that right! Invite your clients and prospects for a Friday morning coffee and croissants, and have casual conversations on how they feel about your service, and your future offerings. They'd love to talk to your clients and understand exactly how you add value to their business. It also makes up as fun conversation starters for your clients whenever they attend a meeting. **"Hey, did you know, the folks at XYZ MSP invited me over for some coffee and croissants at their place?"** Word of mouth and referrals are still some of the most effective ways to get clients in the MSP space.

## Vendors can help you sell too

Your vendors have probably sold products to you many a time. It's very likely that they also supply direct to companies and SMBs in the area that are in need of IT service providers. If you make a genuine effort in supporting and selling their products to your clients, you can get solid referrals over time. Make a conscious effort to build great relationships with a few select vendors and watch the magic happen in the long run.

## The age-old barter system

This method still works, and is useful especially for MSPs that are just starting out. You don't need to look for monetary deals all the time. A great way to go about this is to explore opportunities with local government/public initiatives that deal with SMBs. Offer them IT services in exchange for marketing in their email blasts, events, and publications. If the local body also offers IT support, ask them to recommend your MSP. It is an effective way to attract local businesses without burning through your marketing budget.

## Explore client groups

MSP is a community-driven market at large. People like to draw inspiration from each other's choices and decisions. If you're an MSP, you're probably a part of 15 MSP groups and Reddit channels. But, have you thought about the groups your clients are a part of? Client groups are a gold mine for MSPs to generate leads. Besides, it's a great opportunity to understand the real pain points and business needs of clients in that specific vertical. Actively interact and engage in discussions with people and offer your expertise wherever relevant. This way, you not only build on your visibility, but also your credibility as an MSP.

## Free assessments open doors

Cold calls and emails are common marketing tools in the MSP space. But they're not as effective as you think. Instead, give prospects a way to assess your services without a downside to help them understand the clear value your MSP offers. For example, if you're an MSP specializing in cybersecurity, you could offer to do a free configuration scanning or a security audit (by reviewing their code). When you show them how well you're able to solve their pain points, you have a hot lead on your hand.

## Conclusion - Patience is the name of the game!

Remember, growth in the MSP space is usually linear, and success takes time. Buying the services of an MSP is a long-term investment for businesses. This means that your marketing plays a huge role in bringing your MSP more long-term clients who are directly responsible for your growth. When you consistently keep working on your marketing strategies to bring in a predictable stream of leads, you can supercharge your MSP's growth from linear to exponential. It also helps to have very reasonable sales goals YoY if you're looking to scale up and expand. Irrespective of how hard we try, we've to understand the way of the market!

**Oh and, here are the 16 MSP sales email templates that we've curated for you:**

## Cold email templates for MSP sales prospecting

01

### The “one-to-one as opposed to one-to-many”

Hey <First name> – Quick question regarding <company name>

Hi <First name>,

I’m <your name>, <title> of <MSP name>.

I’m reaching out because I believe <MSP name> can offer effective solutions for your technology and support needs. Several companies like <>, <>, and <> have streamlined their business operations with our services.

Let’s connect over a quick call this week? You have my calendar below!

Talk to you soon,

02

### The “friend of a friend”

<Referrer name> referred you – Let’s connect?

Hi <First name>,

Your friend <Referrer name> <how you know them eg., “whom I met at an event”> suggested that I connect with you.

He/she mentioned that you are looking to solve <pain points> and are looking for an IT provider who can take care of your technology needs.

I believe I have a solution that can work for you. Would you want to get on a call to know more?

Let me know when you’re free this week. I’ll block a time in my calendar.

Talk to you soon,



03

### The “refer us maybe”

**Can we count on you?**

Hi <First name>,

How are you doing today?

I hope <MSP name> is serving you well and you're glad about choosing us. I strongly believe our service can make the lives of your technicians easier.

I'm here if you need anything. Feel free to reach out.

Meanwhile, I was wondering if you could refer us to your friends/business partners who would also be interested in <value proposition eg., cutting their IT costs, securing their IT infrastructure, etc>?

I would be happy to help them achieve similar goals.

Cheers,

04

### The “did you just check us out”

**Looking to explore <MSP name>, <First name>?**

Hi <First name>,

Thanks for your inquiry regarding our services.

You perhaps want to switch to a new IT provider or want to cut down your IT costs with better software. Or, you were just checking out our awesome website.

Let's get on a call so I understand how to help you better?

Pick a time that works for you.

Talk to you soon,

05

### The “shall we pick up where we left off?”

Hi <First name>, did you get a chance to go through my proposal?

Hi <First name>,

It's been a while since our last call - I hope you have had the chance to think about my proposal.

More questions? Let's talk.

I couldn't wait any longer because I have a lot more ideas on how you can achieve <a business value they inquired about> and <business value 2> with our services.

I'm free at <insert time> tomorrow. Does that work for you?

See you,

06

### The “holier than them”

**Quick question: Is <competitor name> meeting your needs?**

Hi <First name>,

I'm head of outreach at <MSP name> and I manage the technology needs of numerous companies like yours in the region.

I noticed that you have been using <Competitor name> for quite a while now. From what I've heard from people who loved switching to us from <Competitor name>, our services were able to help them cut down their IT costs significantly.

I have more tea and ideas to spill if you're free anytime this week. Pick a time that works for you in the calendar below!

See you,

07

### The “helper”

**Found you on LinkedIn. Quick question about your IT needs—**

Hi <First name>,

I didn't mean to pop up in your inbox like this, but I just came across your LinkedIn post where you've mentioned you are looking to solve <pain point>.

I thought it would be mutually beneficial for us to connect and discuss a few solutions that I have seen work for similar issues.

Up for a quick call this week? You have my calendar below.

See you,

08

### The “promise”

**What'll you do with an extra 20 hours every week?**

Hi <First name>,

What do you plan to do with all the extra time you'll be left with...  
...once you switch to us?

We both know firefighting IT issues can eat up a chunk of valuable time at companies your size. With the right amount of automated workflows, speedy project delivery, and adept infrastructure maintenance, we've seen our clients get tremendous results, mainly, cost reduction, time-saving, and better productivity levels.

I hope I didn't give too much away. I'm free every day between 6 pm to 10 pm. Let's hop on a call when you're free!

Looking forward,

## 09

**The “AIDA - Attention Interest Desire Action”****Hear me out - I can help you make better use of your resources**

Hi <First name>,

If your technician takes up 4 tier-1 tickets a day and takes 1 hour to resolve each, and, say, you receive about 50 tickets a day, you're squandering your precious resources on tickets that you shouldn't have gotten in the first place.

I'm not good at math but I'm good at inferences—you would be making better use of your resources by outsourcing your IT worries to a reliable service provider.

I'm not saying this just because I'm one myself, but because I see massive mutual benefits in our alliance.

Open to a 15-minute call this week to discuss more?

Talk to you soon,

## 10

**The “drip”****Email 01**

**Are you able to manage your business IT effectively?**

Hi <First name>,

One of the biggest challenges for fast-growing businesses is managing their IT effectively.

Instead of focusing on growth, you’re firefighting IT problems. You have no one to make sure your technology is secure while you focus on the big picture.

Let me do it for you.

But wait, I know what you’re thinking.



I’m a managed service provider in the <> region and I have personally helped several companies like yours secure their IT and grow their business.

I can explain better over call. Let me know what time works for you.

Cheers,

## Email 02

**<Company name> solved <a business problem you helped solve> with <MSP name>**

Hi <First name>,

I recently helped <Company name> solve <business problem explained in detail>.

<Customer testimonial, briefly explained>

<Customer name>

<Customer title, company name>

Do you have the same problem at your company? Let's talk. Pick a time that works best for you.

Cheers,

## Email 03

**Busy? I'll cut to the chase this time**

Hi <First name>,

I think you're busy and I get it —

Running an MSP is no mean feat.

You probably want to know more about me before you invest your time, so here you go. Here's a quick overview of what I do.

<A video>

<A published article>

<News mention>

Let me know what you think. I'd love to hear from you.

Cheers,

### Email 04

**I still think <company name> can benefit from <MSP name>**

Hi <First name>,

Hey, hope you know better about what I do now.

Even if you have a secure IT infrastructure, I'm sure you can benefit a lot from what a new-gen technology company can offer. Have you ever thought about how you can use technology to grow your bottom line—or have you had the time?

That's where I come in. I will worry about IT so you don't have to.

I can explain better over call. Let me know if we can connect this week.

See you,

### Email 05

**If you're still busy, here's an idea -**

Hi <First name>,

I have been trying to reach you for some time now.

No worries. Do you want me to connect with someone who handles IT at your company?

Think that'll work? Thanks in advance!

Cheers,

### Email 06

**I agree – You don't have to commit before you see what you're in for**

Hi <First name>,

I get it. Perhaps you're not looking to switch IT providers now. Or you have cold feet. I know what you're thinking – "What if I mess up what I have?"

You don't have to commit before you know what you're in for.

If you have 15 minutes this week (I've timed it ;)), I can take you through how I can add value to your business and how I can help you manage your IT better.

Let me know what time works for you.

Cheers,

### Email 07

**Before I leave...**

Hey <First name>,

I haven't heard from you in a while, so I'm assuming this is an opportunity you don't want to consider right now. That's okay – no hard feelings.

Any particular reason why?

Let me know, I'll see if that's something we can work out.

Cheers,





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