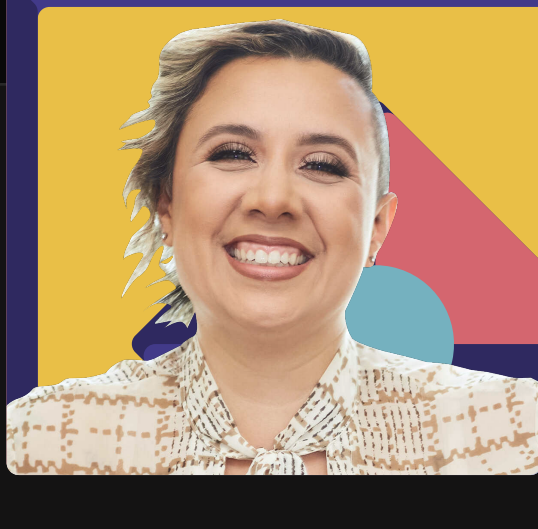




one page summary



speaker

**Nancy Sabino**

title

## Is your MSP sellable? Prepare your MSP for acquisition.

### Who's the speaker?

Nancy Sabino, our speaker for this session, is the VP of sales and marketing for Synetek solutions. Nancy has been a business owner for almost 15 years now, and shares valuable insights on successful exit and profitable acquisition strategies for MSP owners.

### The core idea

The core takeaway from this session is how you can make your MSP sellable and prepare for acquisition.

### The breakdown

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

- Though you may not start an MSP with the idea of selling it in mind, it's good to ensure that your MSP is valuable and can give you a profitable exit if it becomes an option in the future.
- The most important indicator of the value of your MSP is your branding, sales, and marketing. Without these three, it doesn't matter how good your operations are, or what tools you use.
- Your values, your vision, and your mission add authenticity to your brand, If you're not articulating your vision into your brand, potential buyers won't be able to resonate with it.
- Traits of a valuable MSP: Repeatable, independent, process-driven, and well-structured.
- Processes and documentation are an ongoing process. It's never a one-and-done, it's a routine. Continuously revise and re-document as you go.
- Well-maintained financials can speed up acquisition processes by giving buyers transparency on critical details like revenue, profits, highest-selling streams and more.

### Action points:

- Build business functions that will retain its value to others. This mainly includes your sales and marketing engines, your operations, and your financials.
- Start mapping your vision for the MSP, by mapping out what your purpose is, who you want to serve, and the special skill you have that can impact your clients.
- Ensure that each business function has solid documentation, processes, and procedures in place. Anybody should be able to plug in, pick things up, and start working right away.
- Think of yourselves as replaceable. Create repeatable processes that can be executed not just by you, but by anyone who steps in.
- Create playbooks for each of the tools you use. Cover the bases on how to operate them in detail.
- Train your team to become specialized in their business functions, so they can be valuable not just to the new business owners, but anywhere in the MSP industry



If you build something that is only valuable to yourself, then you will not be able to sell it.