speaker

Richard Tubb

title

How to scale your MSP through partnerships

Who's the speaker?

Richard Tubb, our speaker for this session, one of the industry's biggest IT experts. Richard is the textbook definition of a channel enthusiast, and uses his domain knowledge and decades of experience to help MSPs unlock their potential to grow.

The core idea

The core takeaway from this session is to help you scale your business through strategic partnerships.

The breakdown

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

- You can't think about scaling your business if you're constantly caught up in operational tasks. The goal is to help your MSP run on autopilot, so you can focus on scaling it.

- Hiring high-quality people for your team is difficult, no matter where you are. Nurturing team culture and proactively projecting it are instrumental in bringing in the people you need.

- Strategic partnerships are going to be crucial if you want to scale your MSP. You can mutually benefit from each other's client base, and open doors to a lot more cross-sell opportunities.

- Strategic alliances build the path for you to become a trusted advisor for all of their business needs. What this means for you: increased credibility, more referrals, more, upsell, and a long-standing relationship.

Action points:

- When you're recruiting, project you culture through your website and social media. Let them know why people enjoy working for your team, your outlook, and the company environment.

- Outsource business functions where you feel like you're understaffed or lack expertise. This can free up your technicians' time and enable them to work on more meaningful problems.

- Build connections with providers who provide different kinds of niche services. Bringing in their services can increase customer stickiness and more business coming your way.

- Start relationships with providers before you need to activate them. Gauge their ability and reliability in advance so that you can recommend partners to your clients with confidence.

- Exhaustively identify all single points of failure within your MSP. Train your team, document, and plan redundancies to keep things from breaking down when one thing goes wrong.

> Strategic alliances open a world of possibility for scaling your business, but it all starts with removing yourself as a single point of failure.