

MSP Sales Training Guide

From Tips & Tricks to Getting the Most
Out of Your Team, It's All Covered in
Salesbuildr's Definitive Guide



The Art of the Sale

While MSPs understand how their products work, and how they can benefit their clients, often conveying this message to the client can be tricky. Selling is an artform, and it must be practiced, perfected and honed as such.

It can be likened to a symphonic performance. As the curtain rises and lights begin to dimmer, your first aim is to intrigue, to prick the ears of the listener and to engage; softly and subtly, poco-a-poco. Next, the tempo rises, an arpeggio of words strung together to whet one's palate and excite. Then comes a rhapsody of free-flowing details and particulars, each more exquisite than the last. Before the final crescendo; the clincher, the take-home, hard-hitting notes that leave your audience demanding an encore.

However, before your masterpiece is ready to present, there are necessary steps you must take. You must compose your piece, ensure you are hitting all the right notes and adhering to the listener's needs. The art of the sale isn't learned overnight, it takes an investment of development and time in order to sharpen your craft.

In this eBook, we take a look at measures you can take to significantly support the effectivity of your sales team, to ensure they are never off-pitch, such as:

- The Importance of Training Your Staff
- Developing a Process:
- Tracking Progress to Hit Goals
- Offering Incentives





The Importance of Training Your Staff

Nobody is able to perform to their full potential without first being provided with the tools they need to do so. You wouldn't ask a violinist to step on stage without their bow, or expect a flutist to produce melodic tones without a reed, so why should your MSP sales team be any different?

Training your MSP sales team is different from most others, as the field is highly technical and the solutions, or services, can often be complex. Your potential clients don't need to know the ins and outs of each application or software on offer, and neither does your sales team. They do, however, want to know how they are going to benefit their business, and your sales team must be able to convey this in a convincing, and well-informed, way.

By providing your sales team with the training, development and support that they need, your MSP will reap the benefits, as:

- Companies that invest in training are [57% more effective](#) at sales than their competitors
- Sales training can boost sales representatives' performance [by an average of 20%](#)
- Sales training results in [an impressive 353% ROI](#) for the average company
- Continuous training is said to result in [50% higher net sales](#) per sales rep
- Sales enablement can lead to a [6% to 20% increase](#) in sales

Developing a Process

The success of your sales team hinges on having developed processes in place. This is especially important within the world of MSPs, as the services or products your sales team will be selling, could differ from client to client. You therefore need to ensure you have repeatable steps established, and your sales team are able to follow them when engaging with potential clients.

Your MSP sales training should include the following stages of the sales process:



Lead generation & prospecting

This is the process of generating and qualifying leads. This may involve researching potential clients, cold calling and inbound marketing efforts such as blogging and social media, attending networking events and more.



Initial contact

The goal of initial contact is to gather information about the company's specific needs and further qualify the lead's potential to become a customer.



Technical presentation

This stage is a formal presentation or demonstration of what is being sold. For new customers, it might feature several technologies depending on the customer's specific needs. This step is reserved for well-qualified leads.



Close

Closing the deal includes getting buy-in from decision-makers, negotiating price and ensuring the customer is satisfied with the information you have provided.

The nature of the conversation you will be having, with prospective clients, will differ depending on who you are speaking with. If you're selling to the head of IT, for example, they may be interested in how your services and solutions work, as well as what it does. Whereas an owner, or Managing Director, may have less technical knowledge, and will therefore be more interested in listening to how exactly your offerings will benefit their business, without needing to fully understand how it works.

Tracking Progress to Hit Goals

Without tracking progress, sales teams have no way of measuring their performance over time. By tracking sales on a daily, weekly and quarterly basis, your MSP sales team are less likely to allow potential opportunities to pass them by. This also ensures that goals can be realistically set and achieved, and provides your team with the tools they need to assess this. Your team should rely on customer relationship management (CRM) tools and professional services automation (PSA) software to gain insight, track and report on how their sales progress is measuring up against their previously outlined goals.

Purpose-built sales tools, such as Salesbuildr, provide MSPs sales teams with the functionality to manage client relationships, track the sales pipeline and also offer key business metrics and insight. With Salesbuildr, your team is able to set, track and manage their progress, in line with their goals, from one, centralised location.

By tracking progress through Salesbuildr, your team benefits from:

- Reduced risk
- Accelerated sales cycle
- Freedom from time-consuming admin
- More time to sell
- Enhanced your professionalism
- Increased proposal win rate





CRM tools are also exceptionally useful for tracking progress, as they can provide automated alerts aimed at preventing common mistakes – often around poor communication with customers.

Your sales team can also tweak these alerts to suit the needs of each salesperson, meaning they can benefit from a bespoke service that works for them.

By automating alerts, you are creating a roadmap for your sales team to follow, in order to sufficiently communicate with their customers. Not only does this ensure your sales team are delivering a good service to your clients, but it increases accountability. As the software tracks activity, you are able to monitor the performance of each salesperson, and track this against their goals.

Tracking progress to hit goals is crucial for your sales team, as it enhances productivity, boost efficiency and holds your sales team accountable for the work they do.

Offering Incentives

While tracking progress to ensure goals are met can, by some, be seen as added pressure, offering incentives allows employers to reward hard work, dedication and success. In fact, compensation plans and incentives actually drive your sales team forward, and motivate your salespeople to close more deals.

This can take on a number of forms, however, such as:

- Base salary with commission
- Financial incentives to reach targets
- Bonuses for achieving goals
- Incentives for generating custom
- Non-financial awards
- And more





It is important that your incentives are catered to the individuals within your sales team. While some may be motivated by money, others may not be.

Your MSP should be using a CRM tool for automating alerts that pertain to their progress, and contribute towards their goals, which will make it far easier to hold your sales team accountable for the work they do.

This means, as an MSP, you can view whether or not each, individual salesperson is on track to achieving the results they need to be able to receive their bonus, commission or any other incentive there may be in place.

Having a well-defined, well-documented incentive plan could be the difference for your MSP, as:

- Properly structured incentive programs can increase [employee performance by 44%](#)
- [90% of top-performing companies](#) utilise incentive programs to reward their sales associates
- Companies utilising an incentive program reported a [79% success rate](#) in achieving their established goals when the correct reward was offered

Know Your Customer

It's important to get the basics right. While identifying your customer may seem like an obvious point to make, too often it is neglected. As an MSP, your sales team may understand who they will be selling to, but the secret to a successful sale is far more complex than this. Your sales team need to understand the customer's struggles, and why it is they would benefit from your services. Getting to grips with common pain points your customers may be facing is a great place to start.

Say your client works at a legal firm, one of the key issues facing their organisation could be cyber security. They generate troves of sensitive data every single day, and it is essential that it is well protected. Your solution is able to fortify their defences against malicious threats, and you are on hand to help. The reason your MSP is selling to a client is because you can better their organisation. They may have inadequacies in their cyber security posture, or inefficiencies in their processes, whatever the reason, your services and solutions can help. This, above all, is what your sales team must understand and communicate.

There are certain things your sales team should know about potential clients, before they've even opened up a dialogue with them:

- Who are they?
- What do they do?
- Do they have any vulnerabilities in their systems?
- What solutions would they benefit from?
- Why would they buy?
- How can you help?

Knowing your customer, and having the ability to forge a relationship with them, can be dependent on the abovementioned – it is integral that your sales team acknowledges that the relationship they have with their clients, far exceeds the sales process.



MSP Sales Training: Your MSP's Golden Ticket

At Salesbuildr, we understand the daily struggles facing your sales team. Whether it's an early morning call with a disgruntled customer, or failed sales pitch, taken to heart, your team needs support, and they need the training they deserve.

It is crucial to the success of your MSP that your sales team are equipped with the tools they need to succeed, and are singing from the same hymn sheet. They need to be pulling together in one direction, and working as a collective unit – after all, no one person can whistle a symphony, it takes an entire orchestra to play it.

**Start your free trial with Salesbuildr today
to unlock your sales team's full potential!**

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