

How is your MSP Company Doing?

Take 10 minutes to find out.

<p>1. Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> I have at least one source or one marketing campaign that generates qualified leads and appointments with new clients are exactly what I am looking for. <input type="checkbox"/> I can say that I have a perfectly planned out strategic marketing campaign that includes emotional drivers, target markets, prospect lists, milestones, step-by-step communications, and scripts; and it produces results weekly. <input type="checkbox"/> My sales team actively uses a CRM to track every potential client opportunity, referral, call backs, raw lead, appointment, closing percentage, and prospective client contact with follow up reminders and calendars. No prospect is ever lost or left behind. <input type="checkbox"/> I send a monthly newsletter and monthly drip-marketing campaigns using my CRM and all facets of my social media program. <input type="checkbox"/> My referral program requires all my technicians and salespeople to routinely ask clients for referrals, and it includes a process for rewarding clients when they help secure new clients. <input type="checkbox"/> My marketing campaigns includes mail, PPC, telemarketing, trade shows, newsletters, drip campaigns, and at least three types of social media. <input type="checkbox"/> I have all the tools in place to bring in other partners for large projects or projects I don't have an inhouse skillset and getting onsite help for my clients in a geographical area's I don't service to help win a client who is looking for that as a requirement. 	<hr/> <p>Score: 1-7</p>
<p>2. MSP Plans</p> <ul style="list-style-type: none"> <input type="checkbox"/> Every month my MSP-plan clients generate enough recurring revenue to cover my cost of doing business. (Employee pay, rent, phones, etc.) <input type="checkbox"/> MSP Plans are designed to bring in reciprocal income each month regardless of whether the client had issues the previous month or not. <input type="checkbox"/> My comprehensive checklist includes checklists for updating servers, switches, routers, Wi-Fi devices, firewall operating systems, and firewall firmware on a monthly basis. <input type="checkbox"/> I have a comprehensive checklist that includes checklists for server auditing, training, cybersecurity, antivirus, malware, internal intrusions, PC installations, backups, cloud backups, server, network, rogue Wi-Fi devices, and internet access on a minimum bi-weekly basis. <input type="checkbox"/> Without fail, I have a process in place to conduct semi-annual or quarterly reviews of all MSP clients to review their company changes, audit changes to their network, check the service level they are provided, evaluate their technical needs, and recommend new technologies. 	<hr/> <p>Score: 1-5</p>

<h3>3. PPC Campaigns</h3>	
<ul style="list-style-type: none"> <input type="checkbox"/> My Pay-Per-Click (PPC) campaign focuses only on the proper keywords for the products and services I provide. <input type="checkbox"/> My PPC campaigns are monitored continuously to make sure that my competitors don't click on my ads more than 3 times before I block their IP. <input type="checkbox"/> I get an email and/or a text notification immediately when someone clicks on my PPC ad more than 3 times in a 7 days period. <input type="checkbox"/> I have at least one reliable PPC campaign that consistently generates qualified appointments and leads and is reliable month after month. <input type="checkbox"/> I know how to setup a PPC campaign using personalized keywords, not just the categories Google suggests, so that I don't drain my PPC budget with unnecessary clicks. <input type="checkbox"/> My PPC campaigns are great, they draw in customers continuously, and I don't feel like I'm wasting any money from my PPC budget. My PPC campaign is perfect. 	<hr/> <p>Score: 1-6</p>
<h3>4. Salesperson Training</h3>	
<ul style="list-style-type: none"> <input type="checkbox"/> Your salespeople have a proven and scripted strategy that closes more than 60% of qualified leads. (Meaning when they get in front of a prospect, they close the deal at least 6 out of 10 times) <input type="checkbox"/> I have a person answer every call who is trained in my sales process about how to correctly handle a new prospect. Leads are never lost, and warm leads are referred to a professional salesperson. <input type="checkbox"/> My salespeople have obtainable sales quotas and goals. Based on their track record, I know how many leads will turn into appointments and I have set goals in my marketing and prospecting campaigns to obtain the sales goals. <input type="checkbox"/> My salespeople have professionally printed folders which include marketing material that uses emotional drivers and call-to-action responses for my target market. <input type="checkbox"/> My salespeople qualify leads before engaging in costly alternatives like onsite sales visits and distributing my expensive marketing materials uselessly. 	<hr/> <p>Score: 1-5</p>
<h3>5. Search Engine Optimization</h3>	
<ul style="list-style-type: none"> <input type="checkbox"/> When someone searches for the services my company provides and/or the products we sell and the search includes any city name or area we services, my website always comes up on page one of a search on Google, Bing, or a Yahoo! <input type="checkbox"/> I have claimed my Google and Bing local business listings. I have completely filled out all the sections including pictures, keywords, labels, phone numbers, office hours and service area(s). <input type="checkbox"/> I have a Facebook page, a LinkedIn profile, a Twitter account, and an Instagram setup for my company, and I post, update, or Tweet at least once a week on each of them. <input type="checkbox"/> My website is optimized for all the relevant keywords listed in the SEO Audits Inc. Keyword Audit Report 2018 done for the MSP Association. My website also shows up in the top three positions on all Google, Bing, and Yahoo! SERPs (search engine results pages) results when prospective clients search for each of my different product or service offerings. <input type="checkbox"/> My website has all the SEO tools required to rank well on Google including a great responsive design, good speed, no CSS, Google Hierarchy, MicroData Schema, Viewport, Browser Caching, Minify, SEO friendly links, robots.txt, Site Map, carrots and a great Alexa Ranking. 	<hr/> <p>Score: 1-5</p>

<p>6. True higher scale MSP offerings</p> <ul style="list-style-type: none"> <input type="checkbox"/> My business offers HIPAA compliance to my clients. I am certain that I have no liability and I am addressing every part of the HIPAA law with my clients. <input type="checkbox"/> I have trained my staff in HIPAA and PCI compliance, and I offer these services to my clients. <input type="checkbox"/> I have taken the free classes offered by the MSP Association to learn how to attract and service nonprofit clients. <input type="checkbox"/> I am familiar with HECAT and HECVAT. The products and services I offer are automatically marketed to higher education learning institutions such as schools, colleges and universities. <input type="checkbox"/> I am aware that higher learning institutions prefer to choose local vendors who have completed the certification processes and not large companies. <input type="checkbox"/> I have completed the GSA certification process and can bid on government contracts. <input type="checkbox"/> My technicians are familiar with the SOXTool and ISO 27001 and ISO 5, 7, etc. This helps my company get business from enterprise and publicly traded companies and institutions. <input type="checkbox"/> I get the most out of the resources of my MPN ID with Microsoft and I don't need any help with using my benefits, obtaining specialties, getting Microsoft partner leads, testing, or increasing my partner level. 	<hr/> <p>Score: 1-8</p>
<p>7. Trust</p> <ul style="list-style-type: none"> <input type="checkbox"/> My website and staff business cards show the certifications of my business. <input type="checkbox"/> I have a website that creates trust by showing I am a Microsoft Partner, Member of the local chamber, links to LinkedIn, Yelp, BBB, the local Chamber, and a current member of the MSP Association. <input type="checkbox"/> If I participate on Google My Business, LinkedIn, Yelp, or Angie's List, I have favorable reviews. <input type="checkbox"/> My technical staff and/or I have written an industry book, have a radio show, or news article. My company and I are trusted and are a widely known market leader. <input type="checkbox"/> I provide articles and whitepapers on my website to show new clients how I have resolved issues with previous clients. <input type="checkbox"/> My website and marketing materials are full of unsolicited and solicited client testimonials. 	<hr/> <p>Score: 1-6</p>
<p>8. Your Website</p> <ul style="list-style-type: none"> <input type="checkbox"/> When prospects come to my website, they can immediately tell exactly what my company does and who my target customers are. <input type="checkbox"/> I use Google analytics on my website, I have set goals, and I know how well my website is working (traffic sources, bounce rate, etc.). <input type="checkbox"/> When someone completes a form on my website, I know why I'm getting the lead is entered in my CRM and someone is following up immediately. I never miss a form completion. <input type="checkbox"/> My website uses strategic colors and strategically placed items to guide users to where I want them to go and do the actions, I want them to do. <input type="checkbox"/> My website promotes trust and creates a sense of urgency. <input type="checkbox"/> Your website is up-to-date, works great, and produces leads consistently. It couldn't be better. 	<hr/> <p>Score: 1-6</p>

<p>9. Made Steps to Become a MSSP</p> <ul style="list-style-type: none"> <input type="checkbox"/> My staff uses a checklist which is applied to each MSP client to implement processes to prevent infections, make speedy notification of an infection, procedures to follow if an infection is discovered and make recovery from a Crypto infection have virtually no impact on the company or its employees. <input type="checkbox"/> My technical staff is trained and has the newest tools to monitor, audit, repel and report network changes, intrusions, infections, and security breaches. <input type="checkbox"/> My technicians are familiar with VPN's, RSA Keys, and current security protocols used in routers and firewalls to protect networks from outside intruders and internal threats. <input type="checkbox"/> My technicians are familiar with the differences between DOC X, SSL 3 and TLS and know how to implement the proper solution. <input type="checkbox"/> My technical staff know how to design, implement, and maintain a secure network on all levels. <input type="checkbox"/> My staff knows how to use the Information Security Program Assessment Tool on each and every application and process in my MSP client's company. <input type="checkbox"/> All of my MSP clients use low cost offsite cloud backups impervious to Crypto locker type infections. 	<hr/> <p>Score: 1-7</p>
<p>10. My Company</p> <ul style="list-style-type: none"> <input type="checkbox"/> My company experiences at least 15% sales growth year after year. <input type="checkbox"/> My company has all the tools in place including a CRM, help desk, sales department, and a employee training program. <input type="checkbox"/> My company has all the HR requirements from a new hire process, a comprehensive employee manual, employee retention program and an employee exit process. <input type="checkbox"/> My company's future plans, goals, key initiatives and current performance are available to every employee. Every employee knows their role in making the company successful. <input type="checkbox"/> My management team is aware of and strives in every way to meet your goals for sales goals, marketing campaigns, pricing structure, quality practices, training initiatives, and processes to close new clients. 	<hr/> <p>Score: 1-5</p>
<p>11. Negative Scoring Section</p> <ul style="list-style-type: none"> <input type="checkbox"/> I buy more revenue than I create on my own. (Meaning you buy other companies to inherit their revenue streams.) <input type="checkbox"/> I do not have three months of operating capital in case of a disaster. <input type="checkbox"/> I do not have affordable General Liability, MSP specialized and Cyber insurance for my business in case of a loss or a mistake is made by one of my technicians at a client's company. <input type="checkbox"/> Every month I have enough recurring revenue to cover my costs of doing business. (Employee pay, rent, phones, etc.) <input type="checkbox"/> My revenue is not diversified; I have a client that represents more than 20% of my total revenue. <input type="checkbox"/> I suddenly lost one or more of my largest clients, I couldn't easily replace that income. 	<hr/> <p>(Score:1-6)</p>

The reason for this test is to see how your company is doing. The MSP Association is here to help you in every aspect of this exam. To providing coaching, mentoring, training, and information on the latest information and products in our industry.

How to Score Your Company

In sections 1 through 10, check the box and give yourself a single point for each statement that you find true about your company or employees. There is a total possible score of 60. Then subtract the number of statements you find true in the last section, Negative Scoring Section.

Your Score _____

51 Points or Above= Superb.

You might think about joining and helping or mentoring other MSP's. Joining will help you keep up to date with current vendor offerings, technologies, pertinent legislation information, current technologies and the latest in cyber threats.

41-50 Points = You're doing pretty good.

If you answered the statements truthfully, you're a proven leader in the industry. You should join the MSP Association to continue to improve your marketing, product offerings and keep up to date with current technologies and threats.

40 Points or Lower = You need serious help.

You're the reason we are here. You are extremely vulnerable to a business failure and you need the MSP Associations help to mentor you and bring your company the success you deserve.