

eBook

# Top Secrets to Increase Revenue Through Expansion

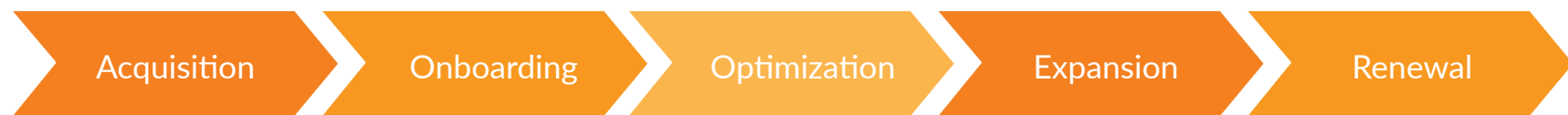




Client retention is as important as client acquisition for sustainable growth and profitability of an MSP. The longer your client relationships last, the more profitable your business will become. With the right tools and the right approach, you can stay on top of changes to your customers' networks and identify new sources of income, setting the stage for a long-term, profitable relationship.

That said, you need to place equal emphasis on each of the five stages of the managed services lifecycle in order to ensure a rewarding client journey and consistent MSP growth. Be mindful of the potential breakpoints at the various stages – acquisition, onboarding, optimization, expansion and renewal. In this eBook we'll deep dive into one of the most critical stages of the client lifecycle – expansion— and discuss the strategies to get it right.

## The Managed Services Client Lifecycle



Proactively managing your clients' networks and being aware of what's changing over time allows you to cultivate your relationships. Clients tend to add devices onto their corporate networks and hire new people without telling you. You can't rely on an RMM system to alert you to these changes. You end up working additional hours, supporting additional devices and users, without receiving additional revenue.

Regular assessments can identify changes in your clients' environments that open doors to new service opportunities. That, in turn, shuts the door on other MSPs or IT providers from enticing your clients with supplemental services you could have provided.

# Stop Working for Free

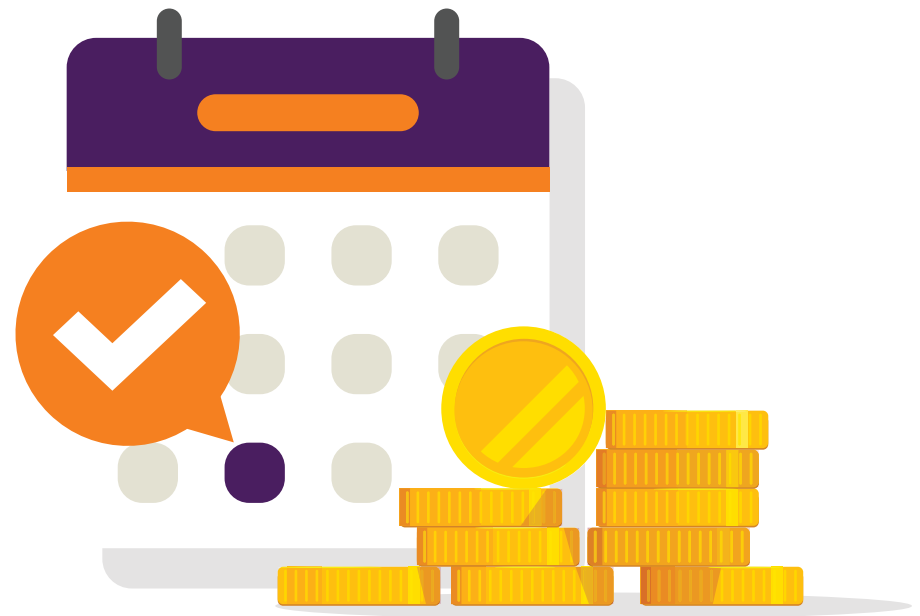


As an MSP, your key focus should be on getting a greater share of your client's IT budget. The first thing you need to do is make sure that you are getting paid for all the services you provide your client. If you're like most MSPs, some portion of your fees is based on the number of assets or users. However, keeping track of constant changes in your client's dynamic environment can be challenging.

Clients are notorious for bringing in their own devices or hiring new employees, and never letting you know. Any untracked addition of machines on your client's network can cost you in terms of missed opportunities. You will probably end up providing services for systems and users you aren't even charging for.

## How Network Detective Pro Helps

In order to stay on top of your client's network, you need to run a monthly "true-up" scan. Network Detective Pro includes a convenient Full Detail Change Report that quickly identifies additions to the network environment that you can charge for. This one feature, by itself, can pay for the software.



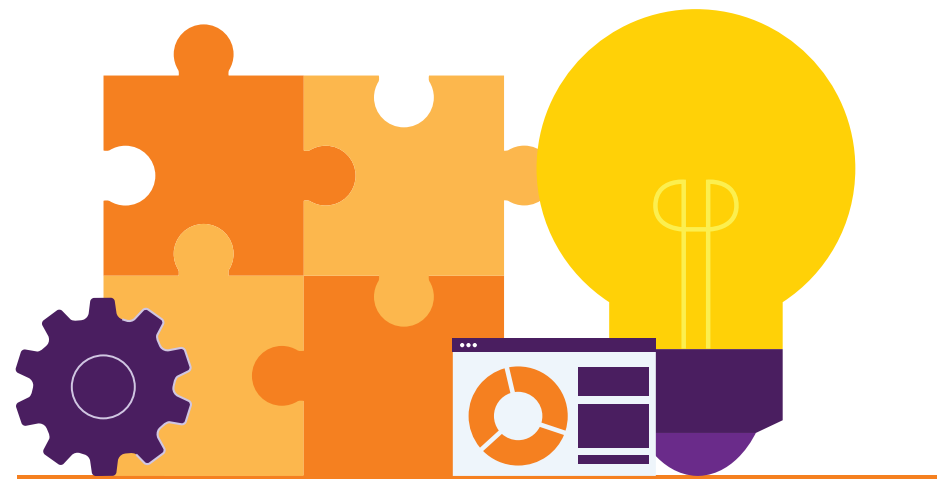
# Evolving Networks Translate to New Opportunities



Change is the only constant when it comes to your client's network environment. By staying on top of changes in your client's network, you can leverage the opportunity to sell them additional services as well. For instance, by discovering the age of the computers on your client's network, you can offer them an additional service that helps them swap out their hardware on a regular basis and keeps their IT infrastructure up to date.

## How Network Detective Pro Helps

Running Network Detective Pro scans regularly highlights common problems like when client machines are past their useful service life, when they are running low on backup storage space or when a software license needs to be upgraded. You can pitch additional services you offer, such as backup, security, compliance and so on, and get the client to spend more with you.



# Get Your Client to Spend More



The crux of the expansion stage lies in taking steps to ensure that you get a larger share of your client's IT budget. Growing an existing client is more efficient than trying to find a new one. But how do you do it? Providing excellent service and proving the value of your services builds rapport with your clients. When you have a good relationship with your clients, they are more open to purchasing additional services to help them navigate through problems that have been identified with the help of your network scans.

## How Network Detective Pro Helps

Running Network Detective Pro can help you identify additional services to sell-into your clients and provide you with the reports to justify the need. For instance, if the client is running Microsoft 365, the Network Detective Pro Cloud Assessment can demonstrate the need for more cloud security. If the client has any SQL Servers or Exchange Services, Network Detective Pro includes specialized assessments that will find any issues specific to those devices that show they are not being properly managed.

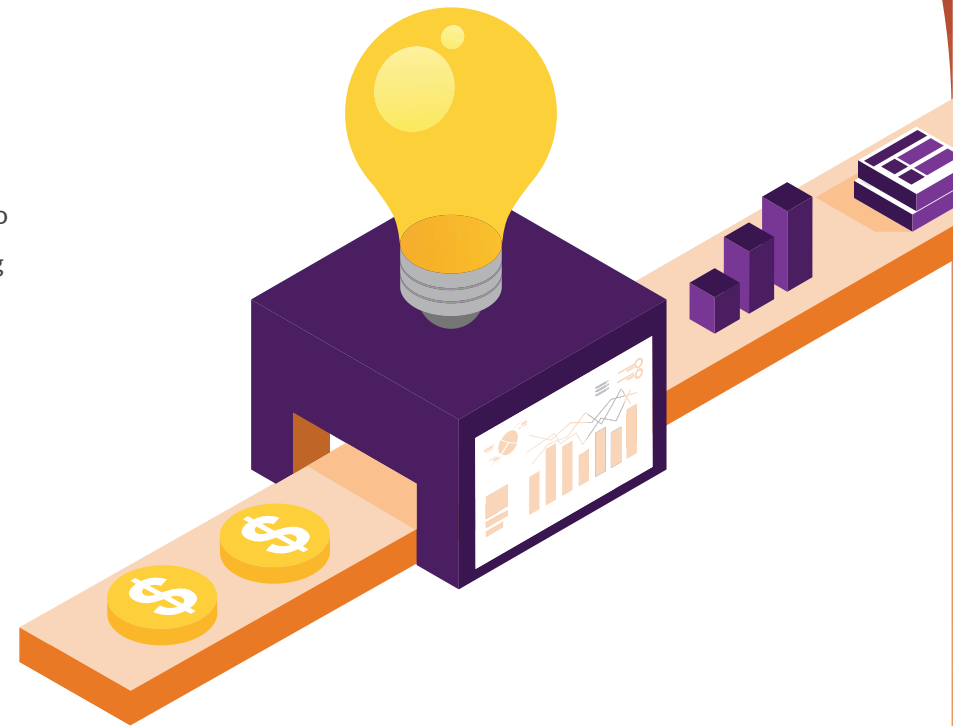


# Turn Big Projects Into Big Bucks

While most managed service providers work on providing services with recurring revenue attached, sometimes a big IT project can exceed a year's worth of monthly fees. Focus on turning your regular client relationships into bigger projects where you cater to all their needs and get a major chunk of their IT budget.

## How Network Detective Pro Helps

Running regular IT assessments with Network Detective Pro allows you to take snapshots of overall network growth, performance and risks over time. The reports it generates will help you work with your clients to plan long-term technology upgrade programs that could greatly improve their productivity and efficiency while earning you more profit. This will also help you grow and expand as an MSP and achieve sustainable profitability by forging lasting relationships with existing clients as their trusted technology adviser.



# Conclusion



Once you have a good rapport with your clients, you need to provide the services and reports to keep them loyal and coming back to you for more business. Report regularly to your clients and inform them about service level agreements (SLAs) met. Ensure that they understand the value your services provide. Once that's done, you can pitch new managed services and convey the importance and significant benefits those services can provide.

Learn more about Network Detective Pro by consulting with [our experts here](#).

You can also [download our whitepaper](#) “How to Prevent Critical Breakpoints in the Managed Services Lifecycle” to find out how to improve the entire MSP client lifecycle.

RapidFire Tools makes innovative software products purpose-built for MSPs and IT departments to better secure and manage the networks they're responsible for. Our proprietary scanning technology acquires and crunches massive amounts of IT data from networks, local and remote computers, and the cloud and turns it into meaningful and actionable information. Our products include 360-degree IT assessments and reports, deep-dive vulnerability discovery, compliance process management for any IT regulation, and IT change detection.

