

/ Mass Effect MSP Sales & Marketing

**A Better System for High-Performance
MSP Sales Growth**

by Michael A. Kear
Kear Performance Solutions

/ Real Performance

Real Results

This isn't theory. It's the same approach my team and I used to grow several MSPs from struggling with flat year-over-year sales growth to adding nearly \$3 million in ARR in just over a year. As a result, those MSP owners completed a very successful Private Equity acquisition and that company has gone on to become an \$80 million industry leader.

Another engagement involved a 47-year-old family-owned IT service provider that was struggling with flat-line sales and even occasionally negative year-over-year growth. My team and I were able to turn them around and helped them to quickly become one of the fastest growing companies in the region. Over five years, we added 151 new clients and 7,247 new seats under management, translating into nearly \$12 million in added ARR and \$976,260 in new MRR.

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**/ We're not in the
Advice Business.
We are in the
Results Business.**

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- Michael A. Kear

/ Introduction

At Kear Performance, we've spent decades in the trenches of the MSP industry

We gained our experience selling, scaling, failing, and then figuring out what actually works.

If you're reading this, you've probably felt the frustration most MSP owners share, you've invested in salespeople who didn't pan out, and burned money on marketing programs that fizzled, only to find yourself still fighting to grow consistently.

Here's the truth: the sales success you're looking for isn't about magic scripts, superstar hires, or heroic one-off efforts. It's about building a predictable system, a machine, that keeps generating opportunities year after year.

That's what we do. And it's why I wrote this book.

The next pages will break down how the MSP growth game has changed, why old methods don't work anymore, and how you can finally build a sustainable growth engine that creates predictable performance and revenue growth and enables you to scale with confidence.

I'm going to show you the playbook, step by step.

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/ Part 1: The Sales Crisis

**Why Your MSP Sales Program is
Broken**

/ Why Your MSP Sales Program is Broken

Let's be brutally honest: most MSPs struggle with sales.

Not because they're lazy, not because their services aren't valuable, and not even because they don't know their market. The real problem is simpler and scarier: they're still playing by the wrong rulebook.

For decades, business owners were told that sales was all about "activity."

Smile-and-dial. Pound the pavement. Hire more bodies, hand them a phone and a quota, and sooner or later, results would come. And for a long time, that actually worked. But here's the thing, nobody told you: the rules changed, and most MSPs didn't get the memo.

The Old Rulebook:

Cold Calls, Scripts, and "Always Be Closing"

/ The Change

"One overlooked aspect of the new 'service economy', is the impact it has had on buyer behavior"

While buyer behavior has been changing for some time, the service economy has had a profound effect on buyer behavior. These days, people don't join a new gym, or choose a new drycleaner without looking them up and checking online reviews. Business leadership is better informed, and has everything they want or need to know right at their fingertips. So, what do you think happens when looking for a new Managed IT Service Provider?

Here's a hint, it's not about you.

(service experience)

They want to know you'll deliver a better interaction, a better service experience. They want to know you're dedicated to exceeding client expectations. Buyers don't want "the cheapest." They want someone they can trust and will be able to deliver a better service experience consistently.

And "marketing", targeted, consistent, authentic marketing, is how you communicate that you belong in that conversation.

/ The New Reality

Informed Buyers, Overloaded Inboxes, and Zero Patience

Fast forward to today. The modern B2B buyer is swimming in information. They've already Googled your business and probably you personally. They've read your reviews. They probably know more about your competitors than you do. So when sales calls them out of the blue, they don't think, "wow", I'm so glad someone

called me about my IT support." They think, "Why are you wasting my time?" Prospects are no longer waiting to be pitched. You're waiting for them to give you an opportunity. You're waiting for permission and an invitation to speak with them, but only after they've already decided you might be someone worth speaking with.

And that's what makes this shift so important;

'Sales' is no longer the starting point, 'Marketing' is.

/ Why This Matters for MSP Owners

Why should you care about this? Because at some point in the near future, your approach to sales and marketing and 'how' you built your growth engine, will determine whether your MSP is still hitting double-digit growth, or whether you've stalled [\[again\]](#).

If you're betting on salespeople to magically prospect their way to success, you'll keep burning money and getting frustrated.

If you flip the model, build a system where marketing creates awareness, educates prospects, and warms them up before sales ever touches them, you'll finally get predictable, scalable growth.

That's the difference between zig-zag revenue charts and steady compounding success. [Between feast-or-famine sales cycles and predictable pipelines.](#) Between hoping for results and engineering them.

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/ Part 2: The New Playbook

Modern Problems Require Modern
Solutions

/ Modern Problems Require Modern Solutions

Let's get real for a second:

Buyers don't pick up. When was the last time you answered an unknown number? Exactly.

Nobody trusts strangers. IT services are complex, strategic, and deeply tied to risk. Nobody's signing a multi-year contract because "Bob with a headset" got through on a Tuesday morning.

It doesn't scale. Even your best rep will get crushed under the grind. The ROI is awful compared to smarter tactics.

The truth is, people don't want to be "sold" anymore. They want to be educated, guided, and supported until they decide to buy. The old game of pounding phones is misaligned with how real buying decisions happen.

"Sales doesn't work without marketing. Marketing doesn't matter without Sales. Put them together, and you've got a growth engine that never stops."

/ The Modern Playbook

Integrated Multi-channel Marketing

So what replaces cold calling? Not a new shiny tactic, hack, or "sales pro" advice. What works now is campaigns built around buyers, not sellers.

And here's where I'm going to pull back the curtain: the most effective MSPs don't run marketing like a series of random acts. They run it like a program, staged out in levels. You don't have to be Google to start.

You just need discipline, consistency, and the guts to stick with it.

/ The Modern Playbook

Level I: Foundation Get Your House in Order

- Contacts Database
- Editorial Calendar
- Automation Tools
- Budget + Accountability

Level III: Growth Accelerators Volume & Relevant Mass

- Website Structure
- Smart SEO
- Landing Pages & Web Forms
- Backlink Development
- Internet Reputation Management
- Industry Awards & Local Events

Level II: Core Campaigns Targeted & Consistent

- ABM Campaigns
- Warm Contacts
- Nurture / Drip Campaign
- Social Media
- Referrals & Reviews
- CSAT + Surveys

Level IV: Advanced Community & Authority

- Webinars & Events
- Public Relations
- Videos Production
- Community Impact
- Partners & MDF

/ Integration is Non-Negotiable

Here's a crazy thought: sales and marketing aren't separate anymore.

They're one team. One growth engine. When they're split, you bleed money. When they're fused, you scale. Most MSPs treat sales and marketing like two cranky roommates. Marketing is upstairs "doing campaigns." Sales is downstairs "chasing leads." The only time they speak is when they're asking why the fridge is empty.

- Marketing *"We gave you leads, you didn't follow up!"*
- Sales *"Your leads sucked!"*
- Owner *"Why am I paying for either of you?"*

Does this sound familiar?

That's the broken system. Two silos. Two sets of KPIs
Zero shared accountability.

/The New Way

Full Integration = True Teamwork

Integrated Sales and Marketing

- Marketing drives outreach, awareness, and education. It sets the table.
- Sales brings the knife and fork. They deliver the human touches: calls, demos, proposals, closes.
- Together, they stop playing tug-of-war and start rowing the same direction.
- You need a change agent, a plan, a process, and system to help keep everything on track.

It's not "alignment." Alignment is what you do with car tires. This is integration.

/ Why Integration Works

Teamwork Makes the Dream Work.

What actually works, is building a program that compounds results. An integrated sales and marketing team, a well-maintained database, consistent campaigns establishing who you are and inviting prospects that want to talk to you, with smooth handoffs between marketing and sales produces consistent results.

1. **Right target & Right time:** They're mission specialists working as an intelligence team putting together a targeting package.
2. Marketing promotes the concert. Sales is spokesperson for the band, handles contractual details: **your MSP is the Rockstar!**
3. **Mutual support, One Goal:** Nobody's wasting cycles. MQLs become SQLs. Smooth handoffs. Efficiency multiplied.
4. **Consistent Messaging:** Same story across every touchpoint: No more "split personality" brand.
5. **One set of KPIs. No finger pointing:** Either the machine is producing, or it's not. A rising tide raises all ships.

Better utilization of everyone's strengths = hidden superpowers & better efficiency

/ The Editorial Calendar

The Secret Glue That Everyone Overlooks

Here's where many MSPs will get it wrong: They think "integration" just means sales and marketing talk more. Wrong.

Monthly themes, weekly topics and discussion points keep everyone on-message. Integration begins to become a system through by way of a master calendar for the sales and marketing team Enables better planning and removes guesswork. Even when things come up, the team stays on-point. Think "vertical integration" for except this is one is designed to assist sale and marketing

activities. Campaigns mapped out in advance, so sales calls hit when emails land, when social posts drop, when ads are running.

**This isn't theory,
It's teamwork and
choreography.
Without a
calendar, it's just
chaos.**

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/ Part 3: The Foundation

Building Your Growth Engine

/ Build the Engine Room First

Most MSPs think of sales and marketing as two separate depts. Marketing makes the "pretty stuff." Sales does the "real work."

And somewhere in between, leads get lost, time gets wasted, and owners wonder why growth feels like pushing a boulder uphill.

The real magic happens when you stop chasing tactics and start building infrastructure.

That means getting your house in order before you spend a dime on ads or make a single cold call.

The Golden Database: Your Most Valuable Asset

Let's tackle a myth right out of the gate: your reps, your dials, your cold email templates, those aren't your real sales assets. Your database is. If your database is garbage, your pipeline will be garbage. If your database is golden, your campaigns have a fighting chance to actually work.

/ What is a Golden Database Really?

A Golden Database isn't a dusty spreadsheet. It isn't a list you bought off LinkedIn or scraped off a site.

It's a curated, living, breathing asset; segmented, enriched, and constantly updated.

It tells you who your ideal clients are, where they are, and who makes the decisions.

It reflects your ICPs, your vertical focus, and your geography.

/ Why Most MSPs Fail

Most MSPs pull the slot-machine lever: send a few emails, make a few calls, and hope.

They chase leads instead of building assets. And they wonder why the results never scale.

That's because a list without structure or engagement is just noise.

The Golden Database, by contrast, is the machine that lets all of your Mass Effect activity actually land.

/What Makes it Golden

Golden means targeted. Accuracy. Engagement history. Segmentation. Consistency.

A Golden Database is not a one-and-done exercise. It's an asset you refine continuously, because every new touch, every opened email, every click, every conversation adds another layer of intelligence.

Over time, it becomes your single most valuable sales asset, more valuable than any sales rep, any script, or any campaign by itself.

/Segment for Precision

You don't just want a pile of names; you want clarity.

Who are the right companies in your region or vertical? Who are the actual decision-makers, the CFO, COO, Managing Partner, Practice Admin? Who signs the checks and who influences the decision?

The sharper your segmentation, the more efficient your campaigns.

That's why this isn't about volume, it's about precision.

/ An Editorial Calendar

Your Operational Backbone

If the Golden Database is your asset, the editorial calendar is your operating system. It's what turns random marketing activities into a coordinated campaign machine.

Here's what it does:

Everyone, marketing, sales, social media, speaks the same language.

Monthly Themes - January is cyber. February is compliance. March is cloud.

• **Weekly Topics** - Break down the monthly theme into specific angles weekly.

Campaign Cadence - Map out when emails go out, when social posts drop, when ads run, when sales makes calls. Everything is choreographed so touches overlap and reinforce each other.

Keeps everyone on the same message. A structured database, consistent campaigns, and clear handoffs between marketing and sales produce results far beyond what a sales rep can achieve alone.

What actually works is building a program that compounds results.

/ Marketing Automation: The Force Multiplier

What to Automate:

- **Email sequences:** Drip campaigns that nurture prospects over weeks or months.
- **Lead scoring:** Automatically flag hot prospects based on engagement.
- **Task triggers:** When prospect opens 2+ emails, sales gets an alert to call.
- **Social posting:** Schedule content in advance so you're consistently visible.

Once you have your database and your calendar, **automation is what scales it.** This isn't about replacing humans, it's about freeing them up to do what humans do best: **build relationships and close deals.**

Automation doesn't make you robotic. It makes you consistent. And consistency is what builds trust.

/ KPIs & ROIs

Here's the framework:

This isn't guesswork, it's engineering.
Track these monthly. Review them quarterly. Adjust your strategy based on what the data tells you.

- **Input Metrics:** Emails sent, calls, social posts, ads run.
- **Engagement Metrics:** Open rates, clicks, visits, form fills.
- **Pipeline Metrics:** MQLs, SQLs, opps created, deals closed.
- **Revenue Metrics:** New ARR, MRR growth, gets much easier.

Client Acquisition Cost, ROI /year

- **Dollars budgeted** → dollars spent.
- **Activities executed** → leads generated.
- **Leads generated** → deals closed.

Owners think; is all this working?

When sales and marketing share the scorecard, the conversation quickly changes from "**Risk**" to "**ROI**"?

/ Budgets and Metrics

If you can't measure it, you can't manage it. And if you can't manage it, you're just gambling.

Set a marketing budget as a percentage of revenue. Industry standard for MSPs is 5-10%. It's not about spending, it's about tracking spend and calculating ROI so that you know where and how to invest in growth.

- Database & Tools: CRM, automation platforms, data enrichment.
- Content Creation: Blogs, videos, case studies, whitepapers.
- Paid Media: PPC, LinkedIn ads, retargeting.
- Events & Sponsorships: Webinars, trade shows, community engagement

Then hold everyone accountable. Marketing's job is to generate qualified leads. Sales' job is to close them. The system's job is to make both happen predictably

/ Long Game Wins the Short Game

If you only chase short-term tactics, you'll close some deals. But if you build your Golden Database, you'll close deals for years to come. That's the difference between chasing scraps and creating a pipeline that feeds you consistently.

Calls, emails, ads, social posts-they're all just sparks. The engine is the system that keeps those sparks firing in sequence, compounding momentum over time.

The database isn't just a list. It's the centerpiece of the entire system, empowering every campaign and every sales conversation.

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/ Part 4: The Strategy

Not Mass Marketing. Mass Effect.

/ Mass Effect: Massive Market Presence

Let's be blunt: if you're still clinging to old-school tactics; cold calling, lone-wolf reps, spray-and-pray emails, you're not just behind, you're invisible.

The marketplace has leveled up. Prospects are smarter, noisier, and harder to reach than ever. Your growth strategy doesn't need more dials; **it needs more 'mass'.**

Not Mass Marketing. Mass Effect. This isn't about numbers—it's about impact. It's about taking your marketing and your message seriously, because if you take

your business seriously (and I know you do), then you should be able to tell the world exactly who you are, what you stand for, and why you do what you do.

Prospects don't want buzzwords; they want to see you, hear you, and believe you. **In your voice. Authentic. Consistent. Real.**

When you show up like that, prospects won't be able to ignore you, and they won't want to. **They'll respect the clarity, they'll respond to the honesty, and they'll find reasons to reach out.**

/ What the Mass Effect Really Is

Forget the fantasy of silver bullets. There is no single tactic, no five hacks, no magic script that wins the game.

The Mass Effect is the opposite of chance, it's what happens when you do 'everything', orchestrated, measured, and repeated until your presence is undeniable. Multi-channel. Multi-touch. Unified messaging.

Engagement-driven campaigns. Email, calls, social, video, ads, reviews, webinars, events; all lined up and choreographed to hit the same targets from every angle.

Individually, any one of these might land a small punch. Together, they hit like a freight train.

That's how you win: right target, right fit, right time. That's the Mass Effect.

/ Building the Machine

So how do you pull this off?

You build a machine, a system, that delivers consistency and momentum.

That means:

- An editorial calendar that ensures your messaging stays on-theme, on-topic, and on time.
- Campaigns where every activity (emails, social, calls, ads, webinars, reviews) contributes to the same story.
- Shared KPIs for sales and marketing so everyone is accountable to the same scoreboard.

- A budget you can track against ROI, so you know which activities produce leads and which don't

This isn't theory, it's operations. You build it once, it runs non-stop, and refine it monthly as the data tells you where to double down.

/ Smart Targeting

Geography, Verticals, Ideal Client Profile (ICP)

All that energy, all those coordinated touches, need a direction. That's where smart targeting comes in.

Start with Geography

Most MSPs want to conquer the world, but here's a hint: conquer own your backyard first. If you can't dominate the geography you already know-metro-your-region, your home base; what makes you think you'll dominate anywhere else? Geography creates efficiency: fewer travel costs, tighter brand awareness, stronger local reputation. Be the first MSP that comes to mind in your zip code before you start chasing companies three states away.

Then Go Vertical

Depth beats breadth every time. A mile wide and an inch deep won't get you anywhere. Pick verticals where you can actually specialize; healthcare, legal, construction, finance, real estate, manufacturing. When you know a vertical cold, you

stop sounding generic and starts sounding like the obvious choice.

Define Your Ideal Client Profile (ICP)

Not every company is your client.

Read that again. **Your Ideal Client Profile isn't a wish list**, it's a filter.

Company size, seat count, IT maturity, budget, leadership mindset; these factors decide whether a prospect is worth chasing.

And here's the kicker: defining who you don't want is just as important.

Red-flag clients that will drain your time, kill your margins, and sap your morale.

Be ruthless. Say 'no' to the wrong fit, then double down on the right fit.

/ The Golden Database

[right targets + right fit = golden database]

Not every company is going to be a 'good' client. Read that again. **Your Ideal Client Profile (ICP) isn't a wish list, it's a filter.** Target company size, seat count, IT maturity, budget, leadership mindset, these factors decide whether a prospect is worth chasing. Defining who you don't want is just as important to "red-flag" those that are likely to drain your time, kill your margins, and sap your morale. Be ruthless. Say no to the wrong fit so you can double down on the right fit.

/ The Holy Grail

[golden database + right time = holy grail]

A Golden Database with "Right time" data changes everything. When your database tracks when MSP agreements are up for renewal. That's the Holy Grail of MSP sales. **That's no longer a prospect list; it becomes a predictable prospect pipeline.** Because now you can run engagement-driven, multi-channel campaigns that build familiarity and trust long before renewal time hits.

/ Right Time vs. Bad Time

Here's the mistake most MSPs make: they chase pain. They look for companies having problems with their current provider, and they try to swoop in. Sounds smart, but it usually backfires. Those prospects are skeptical, defensive, and price-sensitive. They don't want to hear about your grand value prop; they just want the pain to stop. That's not where you win.

The right time is the renewal window. That's when due diligence demands they take a look at alternatives. That's when they're receptive. That's when your campaigns pay off. And that's why timing data is the Holy Grail.

Account-Based Marketing (ABM)
ABM isn't a buzzword; it's a precision weapon. Instead of casting a wide net, you identify your top 50-100 target accounts, and you surround them with coordinated touches: Email campaigns, targeted warms up activities, surveys, targeted PPC ads, personalized outreach, authentic personal and specific. Content that speaks directly to their challenges.

When done right, ABM makes prospects feel like you're everywhere. Not in a creepy way; in a "these-people-understand-me way."

/ The Payoff

Mass Effect works because it doesn't take chances.

It doesn't sleep. It doesn't care about 'Zig Ziglar, 'Tom Hopkins', or 'that guy' in your peer group with strong opinions and strong cologne. It knows that failure is not an option. And so it does "everything", because "everything", as we all know, is exactly what it takes.

Anything less, and you know that the results will have more to do with luck, than effort. You know that. Everyone knows that.

So, if you're ready to stop chasing shortcuts and if you are ready to win, then this is your new Playbook.

That's how you scale. Not with hope. Not with a silver bullet. With Mass Effect.

Right fit + Right time = Predictable pipeline.

When you execute Mass Effect properly, prospects don't feel chased. They feel surrounded, in a good way. They've seen your name in their inbox, on LinkedIn, in a voicemail, in an article, maybe even at an event.

By the time sales talks to them, they already know who you are. They're leaning in, not pulling away.

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/ Part 5: The Execution

Smart Growth vs. Fast Growth

/ Fast Growth vs. Smart Growth

Ambition without discipline kills MSPs faster than stagnation. Too many owners think growth is always good; more seats, more revenue, more clients. But unmanaged growth isn't fuel, it's fire. And fire burns just as easily as it warms.

You land a whale client. Congrats, your revenue looks good. But how did that onboarding go? Fast forward a few months, are your existing clients grumbling, because your service quality nosedives? Truth is, even if you are covered in those areas, with fast growth, often your cash flow takes a serious hit because your growth is eating what used to be your margins. We've seen it too many times. Improving sales performance substantially without a proven program and a plan, that's not growth. **That's chaos dressed up as success.**

I've been in this industry since 1997 and if I've learned anything, it's that "success in the MSP business isn't about "sales", or "marketing", it's "all about "operations. "

"If the circus is coming to town and you put up a sign, that's advertising. If you put the sign on the elephant, that's promotion. If the mayor laughs about it, that's PR. If you plan the whole thing, that's marketing. And if you're still trying to sell tickets door-to-door? That's just outdated."

/ The Four Non-Negotiables of Smart Growth

Smart Growth isn't about slamming the accelerator.

it's about building a machine that can handle speed when it matters. Here are the four non-negotiables every MSP owner needs:

1. **Balanced Pace** - Growth you can sustain, not eats you alive.
2. **Aligned Operations** - Sales/Ops scale, not dragging each other.
3. **Predictable Revenue** - Forecasting isn't just for the weatherman.
4. **Culture Protection** - Protect and invest in happy/healthy teams.

Ignore them and you risk everything. This is the MSP graveyard, fast growth without a system. It doesn't just stall you, it can kill your business.

- **Burnout** - Your team works 70-hour weeks just to keep up.
- **Churn** - Your best clients leave because service slipped.
- **Cash Flow Crunch** - You're booking revenue but bleeding money.
- **Reputation Damage** - The market talks, and word spreads fast.

/ Scaling Beyond the Plateau

The wall usually shows up between \$3M and \$7M in revenue.

It's where the hustle-and-grind playbook that got you this far suddenly stops working. What used to feel like momentum now feels like quicksand. The phones ring, the tickets pile up, but the growth curve flattens. **Welcome to the plateau.**

Why should you care about this? Because how you decide to build your growth engine now, will determine whether your MSP is still hitting double-digit growth, or whether your growth has stalled [\[again\]](#) in the future.

The plateau isn't about bad luck. It's about physics. The systems and people that got you to \$3M won't get you to \$10M.

Here's why most MSPs stall out:

- **Owner Bottleneck:** All decision runs through you, and you've maxed out.
- **People Issues:** The team that scaled you to 20 employees may not help scale you to 50.
- **Process Breakdown:** What worked with 150 clients collapses with 500.
- **Stagnation:** Referrals and sales staff are tapped out.

[Every MSP hits the wall, Some bounce off. A few break through. If you don't evolve, you stall. It's that simple.](#)

/ Breaking Through the Wall

The good news? The wall isn't permanent. Here's what it takes to smash through the plateau:

Professionalize Leadership: Bring in a fractional CRO, COO, or CMO who's been here before. This isn't the time for learning on the job; it's the time for playbooks that work.

Build a Real Sales & Marketing Engine: Your Golden Database, campaigns, and disciplined sales process are the fuel. No more relying on referrals and luck.

Strengthen Middle Management: Culture doesn't scale by accident. You need lieutenants who can carry the load.

Invest in Systems & Processes: PSA maturity, financial reporting, onboarding standardization, if it's not scalable, it breaks at the wall.

The Plateau Is a Choice
The plateau isn't the end of growth—it's the fork in the road. Stay at \$3M-\$5M and stay comfortable. Break through, and everything changes. The Mass Effect fills your pipeline. Smart Growth keeps you alive. But scaling beyond the plateau requires evolution.

If you don't evolve, the plateau isn't a wall, it's your ceiling.

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/ Part 6: The Path Forward

The future won't wait. And neither
should you.

/ Why This Matters Now

If you've made it this far, you already know the truth:

- The old playbook is dead.
- Cold calling isn't coming to save you.
- Hiring another "rockstar" salesperson isn't the answer.

The MSPs that win are the ones who stop chasing quick fixes and start building real systems, systems that create predictable outcomes, engineer momentum, and scale beyond the owner's hustle.

Every month you wait, your competitors are sharpening their edge. Every quarter you put off fixing sales and marketing, your client acquisition costs climb. Every year you delay building a repeatable system, you slip further behind in valuation and opportunity. This isn't about trying harder, it's about doing things differently.

Every quarter you delay, your competitors aren't waiting, they're sharpening their edge, winning the clients you should have won, and climbing the rankings you should have owned. Every deal they close without resistance is ground you'll have to fight harder to reclaim.

The market doesn't pause for anyone.

/ Are You Ready?

I'm not here to sell you miracles. I'm here to show you what actually works. I've built it, lived it, and proven it across MSPs that now dominate their markets. *At the end of the day, sales isn't magic, it's math. It's momentum. It's marketing, sales, and operations done right.*

At Kear Performance, we don't deal in theory, we build MSPs and help owners and operators get the performance and results they're looking for. If all you want is answers and advice, you have plenty of options. If you want results, and someone who will roll up their sleeves and help you do everything it's gonna take to help your team win, no more shortcuts, no more wishful thinking, we're your team.

We will take the time to listen and get to know you and your team, so that when we move, we move forward together. Not only will we stand shoulder-to-shoulder with you, we will show and lead the way.

Everything we'll share and show you will be transparent, simple, and easy to understand. Some people think we're magicians, but it's not magic. It's experience, know-how, and hard work. I can't do it for you, but we will 100% do it with you.

Call or email us anytime, feel free to ask us any question. I will show you, share with you, and work with you, to ignite your sales and marketing because we only have one rule '*failure is not an option*'.

Let's get started because I know that once we do, the only thing you'll wish for, is that we got started together sooner.

Let's go have some fun.

/ Path 1: Classroom

A 60-day 'masterclass' to create and build the foundations of your sales and marketing program. This is perfect for MSP owners who know they need to change but aren't sure where to start. We work in a small group setting with a defined workplan and deliverables and we'll help you master and implement every platform and critical program item.

What You'll Get:

- **The Complete Playbook:** The exact system we use to add millions.
- **Hands-On Implementation:** We build it with you, step by step
- **Golden Database:** We will get you get it cleaned up, segmented, prepped and polished so you have a good foundation built.
- **Campaign Design & Config:** We'll help set up complete program
- **Editorial Calendar:** Create a year of planned structured content.
- **Tools & Automation:** CRM, audit, workflows, segments, campaigns, automation, audits, lead scoring, tracking systems, and more.
- **Peer Learning:** Expand and build your MSP leaders network.
- **Ongoing Support:** Unlimited support anytime, any topic

We'll help you implement all foundational and critical aspects of your new sales and marketing program with clearly defined goals and deliverables and you'll have access to unlimited "one-on-one" support to ensure the success of your transformation. Come prepared to raise your MSP game and make some new friends along the way.

/ Path 2: Unlimited

A 60-day onboarding as an 'initial engagement' to launch your sales and marketing program. Ideal for MSP owners and operators that are ready to hit the ground running and want to get going as soon as possible. You get a dedicated sales and marketing team on an unlimited basis. This program is designed to be unlimited engagement where we will work as part of your team. For less than you'd spend on another "average" sales hire, you can get an experienced and seasoned team of MSP professionals.

What You'll Get:

- **The Complete Playbook:** The exact system we use to add millions.
- **Hands-On Implementation:** We build it with you, step by step
- **Golden Database:** We will get you get it cleaned up, segmented, prepped and polished so you have a good foundation built.
- **Campaign Design & Config:** We'll help set up complete program
- **Editorial Calendar:** Create a year of planned structured content.
- **Tools & Automation:** CRM, audit, workflows, segments, campaigns, automation, audits, lead scoring, tracking systems, and more.
- **Peer Learning:** Expand and build your MSP leaders network.
- **Ongoing Support:** Unlimited support anytime, any topic

Let's share and show you the playbook, walk through it together and build it together step by step and we will create the goals, build the program and implement it and we will even become your sales team and bring the leads in and close them for you.

/ Contact

Pricing and details are customized based on your specific situation, goals, and timeline. The best way to learn more is to schedule a conversation with our team.

"The best time to fix your sales and marketing engine was yesterday. The second-best time is today"

Ready to get started?

 **Call:** 1-888-KEAR-001

 **Email:** info@kearperformance.com

 **Visit:** www.kearperformance.com

Let's build something great together.

