

THE CHANNEL'S ONLY SENIOR RESULTANT

MASTER SELLING AI SOLUTIONS

Proven insights in your inbox from someone who's actually done it — for almost 50 years.



How many consultants have you hired who have never actually done what you do? Who promised to make you better at something they've never actually accomplished themselves?

What you need isn't a consultant. You need a **resultant** — someone whose only measure of success is the result you deposit in your bank account.

Senior Resultant **Howard M. Cohen** has been promoting, selling, delivering, and writing about IT solutions from inside the channel for almost 50 years. Not observing it. Living it. Here are his three publications — each built to help you sell more quality IT solutions, market far more effectively, and thrive through the AI revolution, the most transformative moment this channel has ever seen.

AGENTICMSP

EVERY TUESDAY & FRIDAY

AI looks massive and complicated. It isn't — not if you understand systems, and you do. You've been running them for decades. AgenticMSP is Howard's homework, shared with you: a plain-English take on what MSPs need to know right now, plus a custom AI news scan culled to the six or seven stories that actually matter — each with why it was chosen, a Claude-generated summary, and specific action items you can take today.

\$7/MO · \$70/YR (2 MO FREE) · FIRST 30 DAYS FREE

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TECHCHANNEL:RESULTS

WEEKLY

Howard has always called himself a senior resultant. Senior because he's old. Resultant because he doesn't care how hard you tried — only about the result your customer needed. Almost 50 years of selling IT solutions, distilled into weekly articles on what customers really need versus what they say they want, how to take the conversation beyond technology into logistics and financing, and how to close.

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TECHCHANNEL:MARKETING

WEEKLY

Vendors love to say MSPs can't market. Howard has spent years proving them wrong. Marketing isn't a mystery — the fundamentals are straightforward, and every week he walks you through them: effective email, campaigns that generate leads, events that convert, materials that work, and the one marketing partnership most MSPs ignore — their own salespeople.

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