HOW TO TARGET AND WIN HIGHER QUALITY CLIENTS
WHO STAY LONGER, SPEND MORE, AND WHINGE LESS

Paul Green, Owner, MSP Marketing Edge

www.comptia.org
Teleconference Settings

- This call is being recorded
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Be respectful
Be engaged
Be honest
Be yourself
We will be starting shortly

Login and connect to the audio when logging in: Find audio information under the EVENT INFO tab above the slides or connect using your computer under the COMMUNICATE tab

Submit questions via the Q&A panel through WebEx

Slides and recording distributed via email afterwards

Use #CompTIABenelux #CompTIAUKCC and @CompTIA_EMEA to tweet comments
HOW TO NAVIGATE YOUR CONTROL PANEL
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RAISE HAND by clicking the hand next to your name in the Participants List. Click it again to put your hand down.

Please mute when you aren’t speaking

Audio control

Chat

Type messages to Host, All Participants or an individual attendee using Chat. Type text, select name or group from list and click Send.
Who We Are
CompTIA is the global IT trade association and the voice of the industry

Our Mission
Advance the IT industry
Technology is infrastructure, just like roads and bridges. Our country's economic growth, national security and quality of life depend on it. When we help tech businesses grow and help build a skilled tech workforce, we make that infrastructure stronger.

Who We Serve
Tech executives, tech professionals, tech educators, and anyone who may be interested in a tech career.

How We Do It
- Education: Industry-leading research, education, and advice to help grow tech businesses and careers
- Certification: Vendor neutral certifications that help millions of IT pros around the world validate their skills and advance in their careers
- Community: Communities, councils, and events that help thousands of members and registered users expand their networks and give back to the industry
- Advocacy: Advocacy at federal, state, and local levels for policies that build a skilled tech workforce and promote the digital economy
- Philanthropy: Help for those in underrepresented populations to prepare for, secure, and succeed in IT careers
CompTIA Certifications

INFRASTRUCTURE PATHWAY
- Linux+
- Server+
- Cloud+

CYBERSECURITY PATHWAY
- CSA+
- CASP+

PROFESSIONAL SKILLS
- Project+
- Cloud Essentials
- CTT+
**BENELUX REGION TOP 4 TECHNOLOGY CHALLENGES**

**Security Concerns**
- Educating Businesses on Risk
- Cost of Implementation & Business Care
- Data Privacy and Protection Concerns

**Embracing IOT and AI**
- Offering Secure Solutions
- Developing Strong Use Cases
- Consumer Protection & Government Regulations
- Driving Adoption

**Limited Human Resources**
- Attracting and Retaining Talent
- Lack of IT Education
- Perception of IT Job Roles
- Competitive Market

**Need for Partner Agility**
- Executing on the Right Marketing & Channel Enablement Strategies
- Ability to Convey Value
- Ability to Sell Business Outcomes
- Showcasing Emerging Partner Business Models

**HOW A COMPTIA REGIONAL COMMUNITY CAN HELP**

1. Educational Resources
2. A Source for Advice and Best Practices
3. Access to Risk Assessment Tools
4. Sharing Case Studies
5. Collaborating on Marketing Strategies
6. Learning Hiring and Training Best Practices
7. Networking and Mentoring Opportunities

Join us as we build our community for the Benelux Region! [e.johannes@comptia.org](mailto:e.johannes@comptia.org)
THE BREDA MEETING SPEAKERS

Daniëlle Meulenbergen, Channel Account Manager MSP Western Europe, Sophos

David De Smedt, Marketing Expert

Didier Beernaert, Partner, ITresellers Group

Hannah Lloyd, VP Channel Sales, inSOC Inc

Jay Ryerse, CISSP, CTO, Security Products, Continuum Managed Services

Kristian Wright, Chief Operating Officer, inSOC Inc

Scott Tyson, Managing Director EMEA, Auvik Networks Inc
# 12 November Meeting in Breda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>10:00 – 12:00</td>
<td>OPTIONAL Sales Playbook Workshop: Build a Successful Sales Process and Grow Your business</td>
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<tr>
<td>12:00 – 13:00</td>
<td>Registration and Light Lunch</td>
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<tr>
<td>13:00 – 13:15</td>
<td>Welcome</td>
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<tr>
<td>13:15 – 14:15</td>
<td>Keynote: The State of SMB Cyber Security</td>
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<tr>
<td>14:20 – 15:20</td>
<td>Breakout 1: How to build a good, differentiating value proposition Breakout 2: Cybersecurity: AI Anti-malware Solutions</td>
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<tr>
<td>15:20 – 15:50</td>
<td>Networking Break</td>
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<tr>
<td>15:50 – 16:30</td>
<td>Keynote Panel: How to Attract and Retain Talent in SMB</td>
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<tr>
<td>16:30 – 17:30</td>
<td>Round table discussions – What are the top Challenges in the Region – Wrap up and closing</td>
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<tr>
<td>17:30 – 18:30</td>
<td>Networking Drinks</td>
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<tr>
<td>18:45 – 21:00</td>
<td>Networking Dinner</td>
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**Registration:** [https://www.comptia.org/events/registration?eventid=BENELUXN19](https://www.comptia.org/events/registration?eventid=BENELUXN19)
RESOURCES

https://www.comptia.org/resources/business-of-technology

SMB Technology Buying Trends
This research explores the relevance of technology to SMBs and the factors affecting perceptions, decisions, and investments in established and emerging...
2/19/2019 | Research

IT Industry Outlook 2019
CompTIA’s annual forecast for the global IT industry provides insight and analysis about 12 key trends that are impacting our lives in business and at...
1/28/2019 | Research

Five Steps for a Successful MSP
CompTIA has identified five steps to ensure success for a managed service. Follow these moves for continued growth in your technology solution provide...
1/15/2019 | Guide
CompTIA Community Meeting

12 November 2019 / Breda, Netherlands

Register Today at CompTIA.org/Benelux!
How to target and win higher quality clients who stay longer, spend more, and whinge less

Paul Green
1,355 MSP owners & managers now have a copy
www.mspdeal.com
The most painful marketing is...
The most painful marketing is...

Interruption marketing
When is the absolute best time to catch someone's attention?
Think 10
Make your life hard: Blast a message out to everyone hoping to catch people at the right moment.
Make your life easy
Put your business in the way of the 10 people who are looking today for what you do
BIG PROBLEM

You don’t know who they are...
or if today is the day...
1) Quality traffic
1) Quality traffic

2) Build multiple audiences
1) Quality traffic
2) Build multiple audiences
3) Consistently follow them up
1) Quality traffic

2) Build multiple audiences

3) Consistently follow them up

...until the magic happens
“The business that builds the biggest audiences, builds the best relationship with those audiences and markets them the most, typically wins”

Paul Green
2) Build multiple audiences
2) Build multiple audiences
   Email list
Ethical bribe
THE 2020 PROBLEM

Revealed: The ticking software timebomb that's going to disrupt half of all Town Name businesses in January 2020...

AND HOW TO PREVENT IT

By YOUR NAME of YOUR COMPANY
Ethical bribe
Data capture page
Ethical bribe
Data capture page
CRM
2) Build multiple audiences
Email list
2) Build multiple audiences
Email list
LinkedIn connections
Make it a daily activity
Make it a daily activity
Sales Navigator
Make it a daily activity
Sales Navigator
Leonard / DuxSoup
2) Build multiple audiences
Email list
LinkedIn connections
2) Build multiple audiences
   Email list
   LinkedIn connections
   Facebook group
Dress it up as a general local business / niche business support group
3) Consistently follow them up
95% educational content
What are the questions that normal people ask you every day?
Mix means variety
written / video / infographics
Weekly email
Daily SM
One piece of content across multiple channels
Blog content
Blog content

Email
Blog content

- Email
- LinkedIn
Blog content

- Email
- LinkedIn
- YouTube
Secret weapon 1
Activity beats perfection
Secret weapon 2
Video engagement can’t be beaten
Secret weapon 3
Telephone intervention
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QUESTIONS?

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THANK YOU

Paul Green, Owner, MSP Marketing Edge

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