

# SETTING SAIL

NAVIGATING THE HONEYMOON PHASE  
WITH YOUR NEW MSP CLIENT



WITH  
**ALEX FARLING**  
AND  
**KYLE CHRISTENSEN**





# KYLE CHRISTENSEN



- I've been boosting MSPs and MSP Vendors for 20+ years.
- I build systems that use mentorship and accountability to drive growth.
- Got a method to shatter your business's limitations, boost growth, profits, and cool company culture.
- I believe in a community-forward approach for best practices and a brighter future.



# ALEX FARLING



- Partner and Community Lead at Lifecycle Insights, a ScalePad company.
- Over 20 years of experience in the MSP industry.
- Focused on optimizing vCIO and Account Manager functions for MSPs.
- Serial entrepreneur with a passion for solving hard problems and building better mouse traps.
- MSP Channel Angel Investor/Advisor



# NEXT SESSIONS:

YOUR FIRST LOOK UNDER THE COVERS:  
**ONBOARDING INSIGHTS FROM A CISO**  
AUG 24, 2023 1:00 PM EASTERN TIME





# NEXT SESSIONS:

MSP PROFITABILITY STUDY HALL

***Preparing to Be an  
A+ Performer***



Peter Kujawa  
Service Leadership



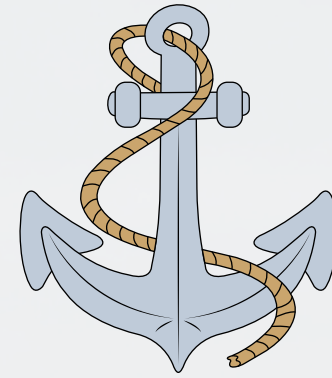
Alex Farling



Kyle Christensen  
K7 Leadership

***September 13 - 2 PM ET***





**SET SAILING**

**THE ART OF  
RELATIONSHIP BUILDING**







# CONSISTENT COMMUNICATION

- Foundation of a successful relationship.
- Proactive engagement, regular updates, and meaningful conversations.
- Actively listen to client concerns, challenges, and goals.



# DEMONSTRATE ONGOING VALUE

- Focus on continuously demonstrating value.
- Assess evolving client needs and align services accordingly.
- Proactively suggest improvements and new solutions.







# DELIVER EXCEPTIONAL SERVICE

- Consistency is key.
- Pay attention to details and respond promptly to inquiries.
- Go the extra mile to solve problems.



# BE A TRUSTED ADVISOR

- Position yourself as a trusted advisor, not just a service provider.
- Understand the client's industry and provide valuable insights.
- Become a reliable resource for guidance and expertise.





# REGULAR BUSINESS REVIEWS

- Schedule periodic business review meetings.
- Assess progress, identify areas for improvement, and align goals.
- Discuss metrics and how your services contribute to the client's bottom line.





# INVEST IN RELATIONSHIPS

- Building strong relationships is essential.
- Regularly engage with key stakeholders.
- Attend industry events and foster networking opportunities.



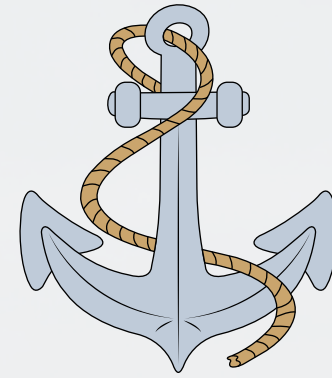


# FEEDBACK AND CONTINUOUS IMPROVEMENT

- Actively seek feedback from clients.
- Embrace constructive criticism and refine processes.
- Invest in the team's professional development.





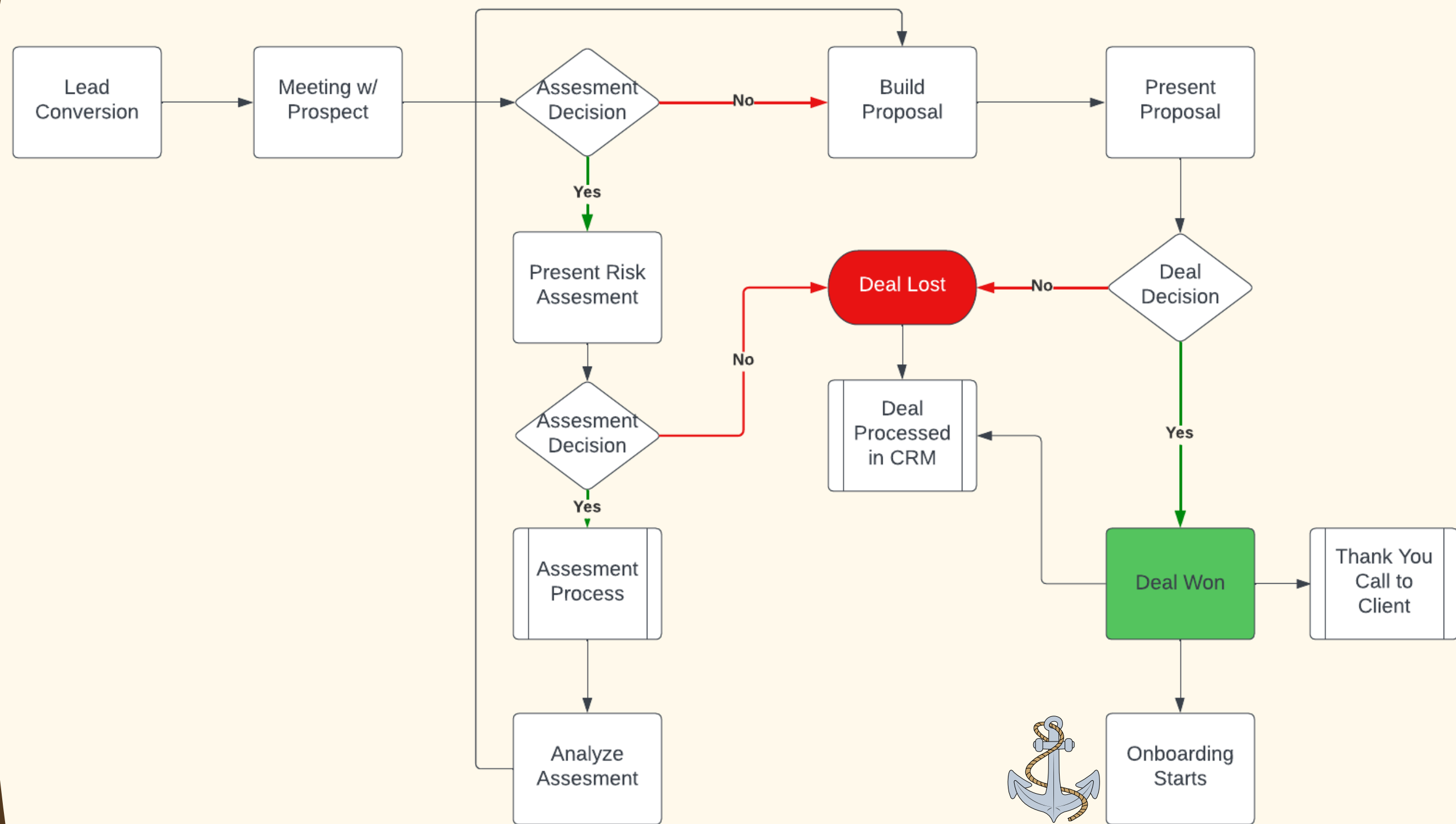


# ONBOARDING ROADMAP

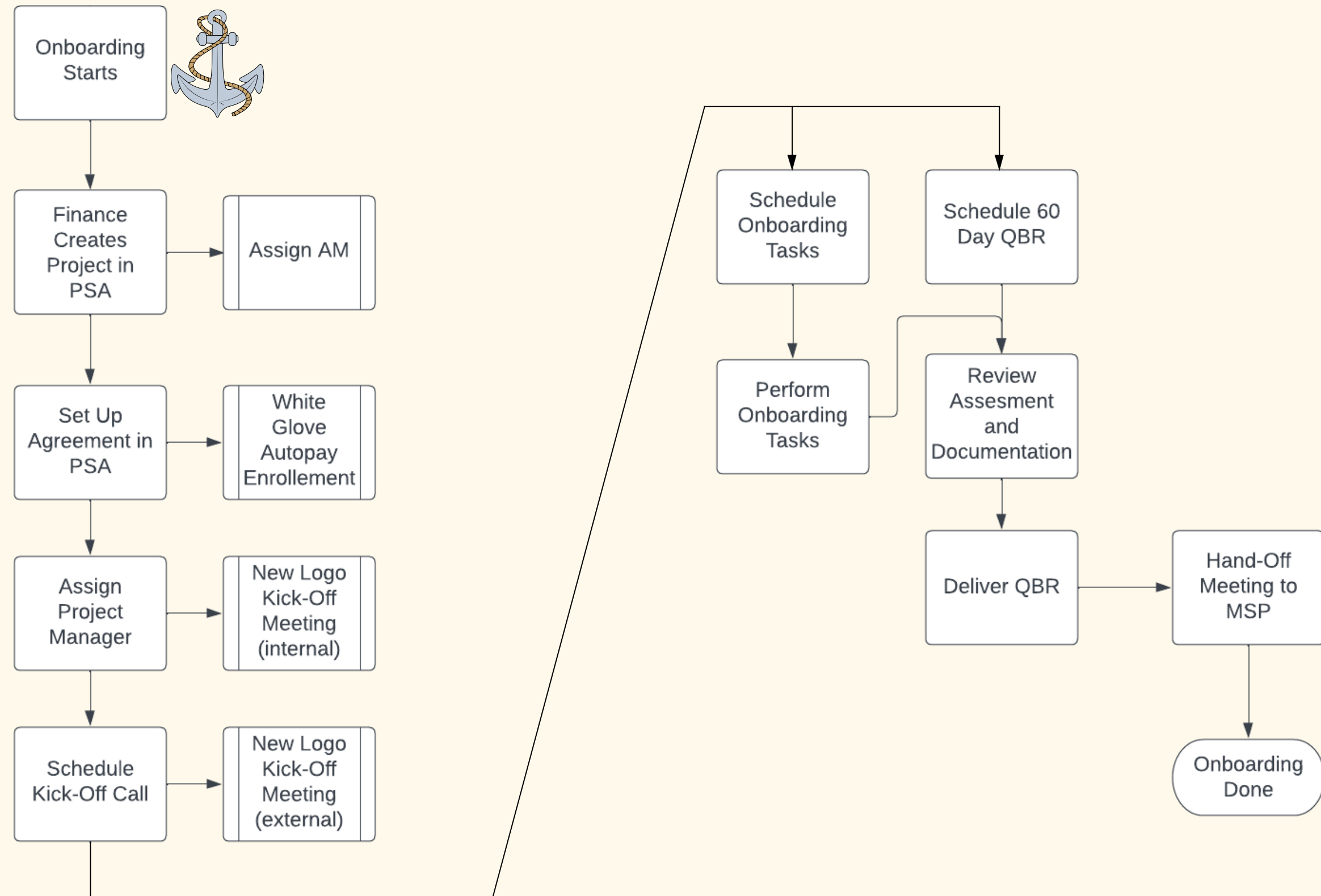
**A WALKTHROUGH GUIDE  
FOR EVERY WON  
DEAL/PROPOSAL**













# STAY TUNED TO OUR NEWSLETTER

WILL COME FROM  
DONOTREPLY@K7LEADERSHIP.COM





# SPILL THE TEA! TELL US YOUR FAVORITE TOPIC TO DISCUSS!



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