

CHARTING A COURSE: NAVIGATING BUDGETING WITH YOUR MSP CLIENTS

NOVEMBER 1, 2023

WHO ARE WE?

Alex Farling

- Co-Founder at Empath
- Co-Founder, Lifecycle Insights, Exited in 2023
- 20+ years in MSP industry
- Expertise in vCIO and Account Manager optimization
- MSP Channel Advisor & Angel Investor



Kyle Christensen

- Co-Founder at Sierra Pacific Group, Exited 2022
- \$0-\$5M ARR, 30% EBITDA, from 2019-2022
- 18+ Years in MSP Industry
- Turned around 2 MSPs
- >70+ FTEs, \$10M Growth, and 18% EBITDA combined
- Former Certified EOS and Pinnacle Business Coach w/ 250+ logged sessions in MSP
- MSP Channel Advisor





**WE'RE MOVING THE
SHOW TO CROWDCAST!**

<https://www.crowdcast.io/c/eitr>






**HOW DOES THE TYPICAL MSP ENTER A
CLIENT MEETING?**



HOW?



“KNOCK KNOCK - I NEED MONEY!...”



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TYPICAL MSP
ENTER A CLIENT
MEETING?



"KNOCK KNOCK -
I NEED MONEY!"





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INTRODUCTION

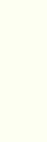
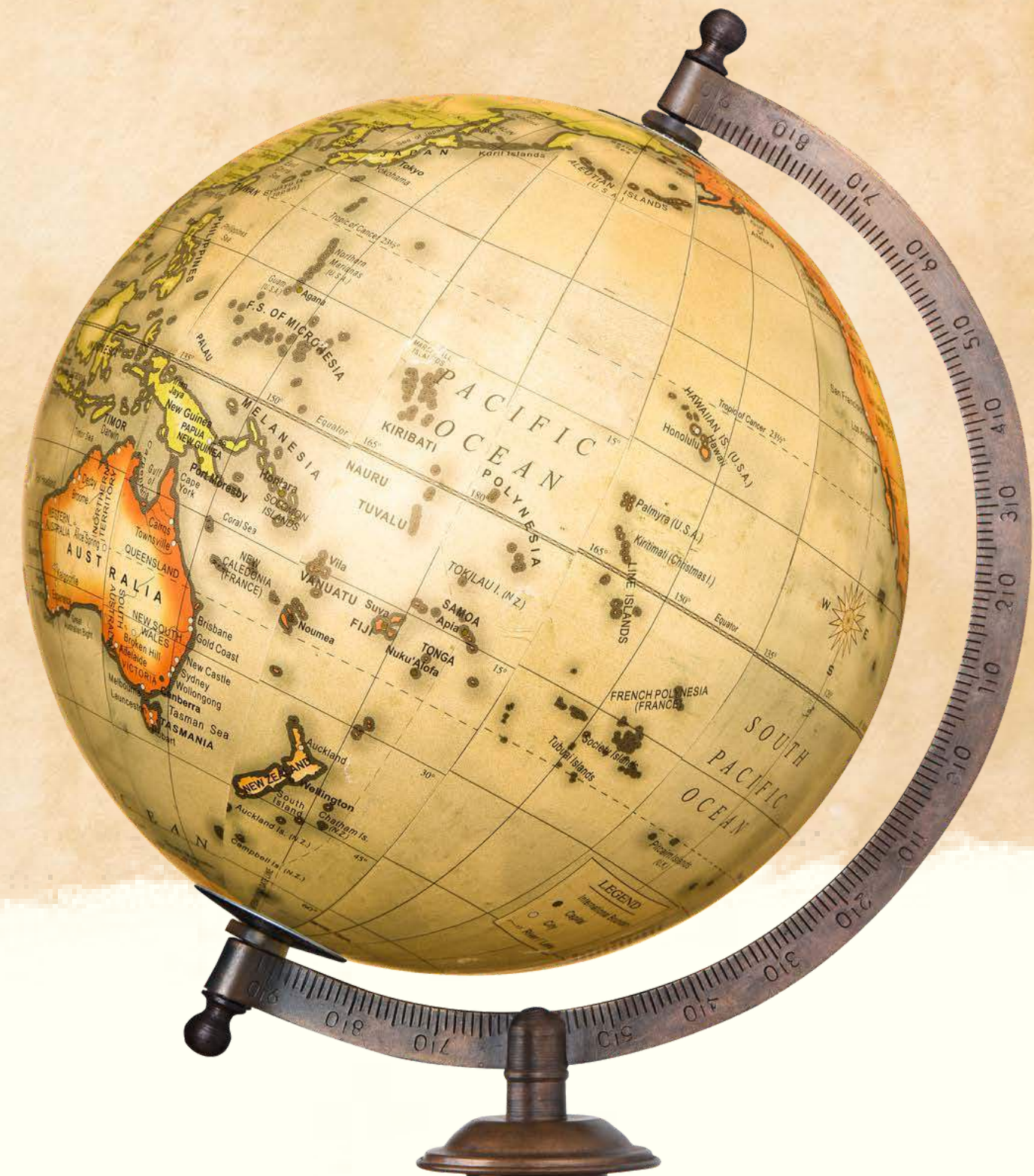
- Client budgeting removes surprises
- MSPs who plan expenses in advance make 2x more product margins (Service Leadership)
- Budgets help address the “MSP Cycle of Unpopularity”



WIIFM?

What's In It For Me?

- Learn what a good budget looks like
- Learn how to have the budget conversation
- Build a scalable, repeatable process that can be delegated
- Increase product and project gross margins (Service Leadership)
- Address the cycle of unpopularity & remove surprises



**"EXPENSES
GET CUT.
BUDGETS DO
NOT."**

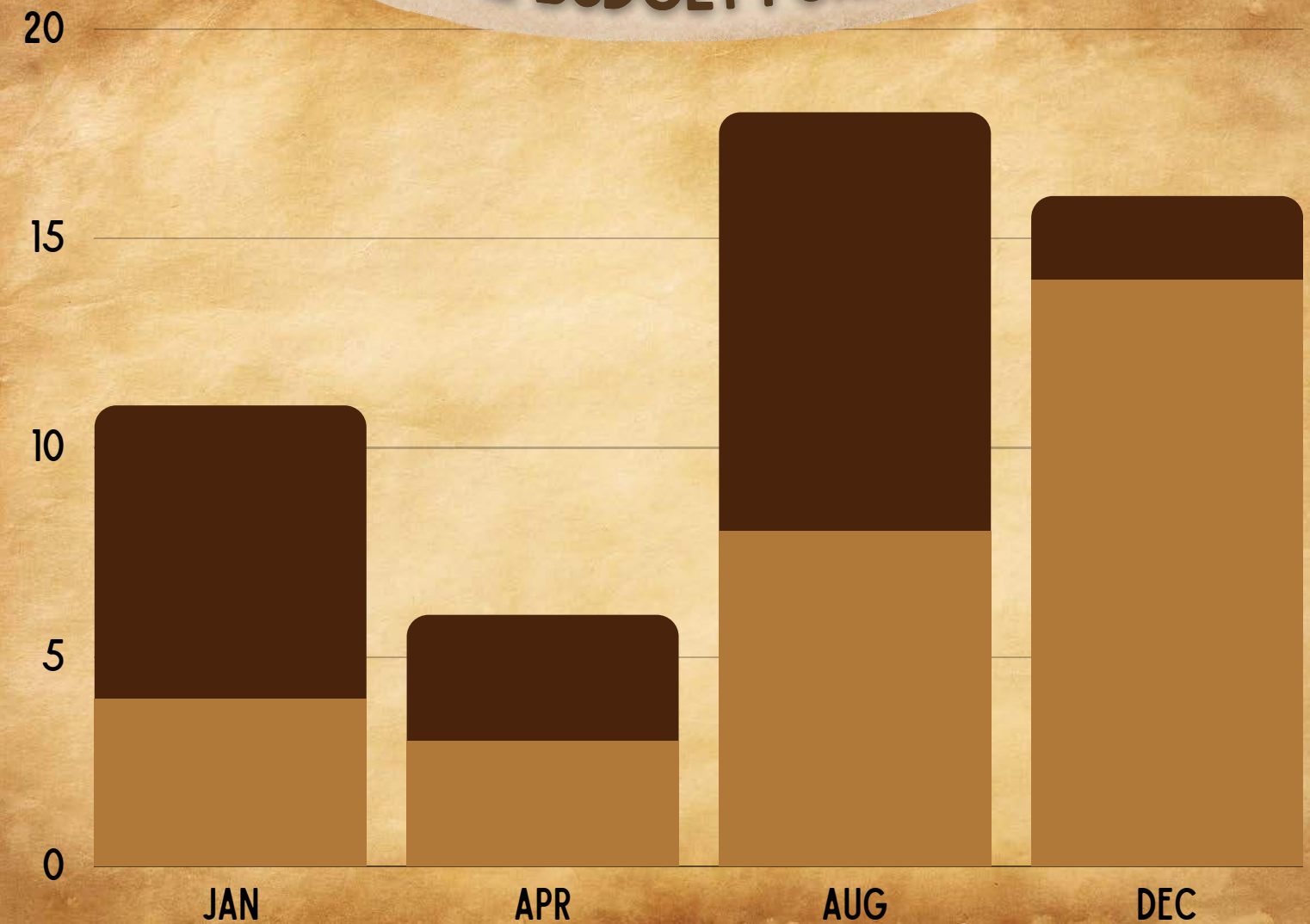
- CHRIS WISER



WHAT'S IN A GOOD TECH BUDGET?

- Hardware Assets (*CIS Control 1*)
- Software Licensing & Vendor Contracts (*CIS Controls 2 & 15*)
- Client Goals
- Recommendations

ANNUAL BUDGET FORECAST



5 CRITICAL QBR COMPONENTS

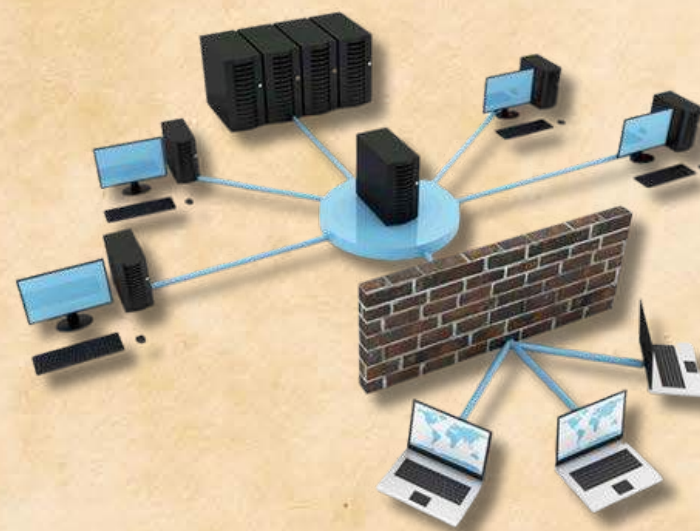
1. **Agenda**
2. **Status Quo**
3. **Budget**
4. **Recommendations**
5. **Client Goals**



WINDOWS
DEVICES



NETWORK
GEAR



PRINTERS

VENDOR CONTRACTS
LICENSING

BATTERY
BACKUPS



YOUR CONTRACTS SHOULD BE TRACKING:

LoB Application Vendors

Copier Guy

Equipment Leases

VoIP & Telco Agreements

Internet & Data Circuits

Cloud (Azure, AWS, Google Cloud, etc.)

Data Destruction (Shred & E-Waste)

Web Hosting & Certificates

*Firewalls, Switches & Wireless Support
& Maintenance*

*Cameras, Door Access, HVAC, & other
IoT*

IT Training & SAT Subscriptions

Cyber Liability Insurance



WHY ME?

NOBODY ELSE IS
QUALIFIED!



HOW DO WE GET THEM TO PARTICIPATE?



GUESS
WRONG



ASK
FORGIVENESS
AND
OFFER
ACCURACY



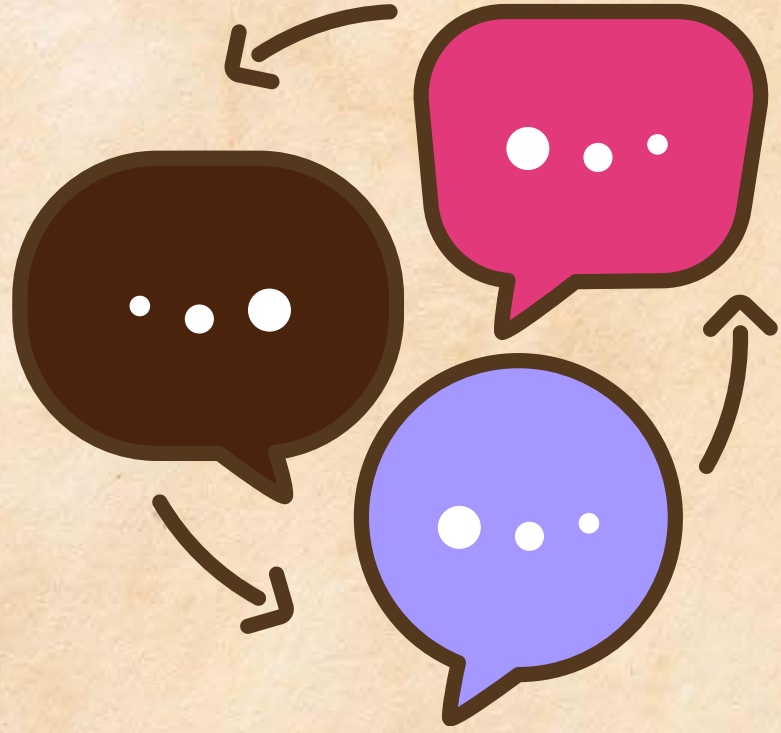
REMOVE
~~AVOID~~
SURPRISES



WHAT IF MY CLIENT
WON'T PARTICIPATE?

FAKE INFO - EGO MAY
GET THEM TO FIX IT!



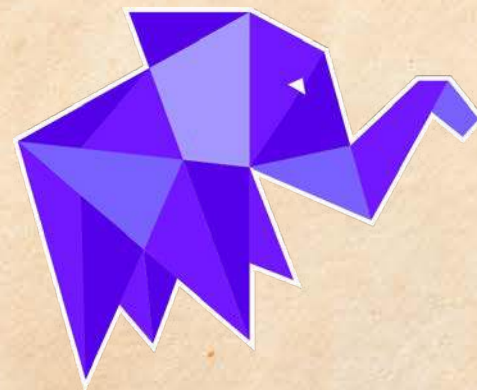


GOT ANY QUESTIONS,
COMMENTS, STUFF TO
SHARE WITH US?

SHOOT IT! LET'S DISCUSS!



INTERESTED IN DIVING DEEPER
INTO BUDGET FORECASTING?
JOIN EMPATH!

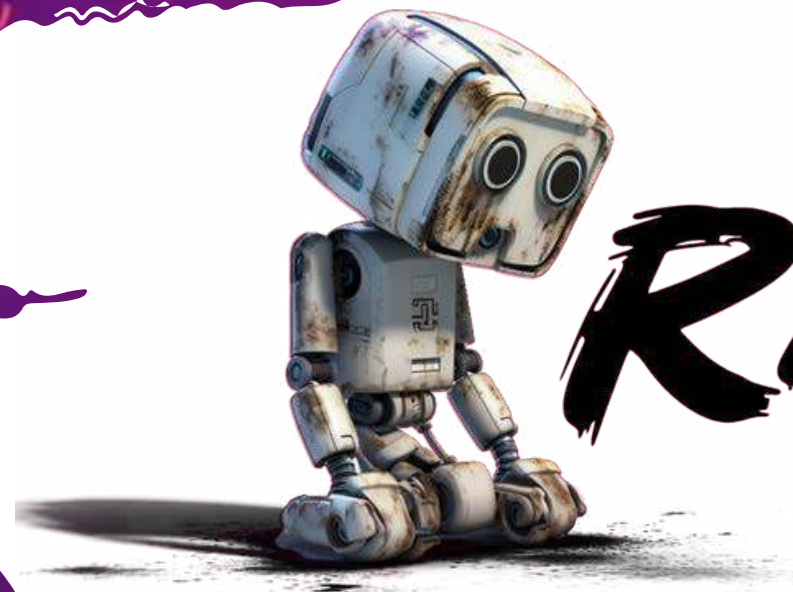


empath

SCAN NOW TO
SCHEDULE A DEMO!



**Join the Revolution:
Giving a voice to the rejected
Doing good for our communities
Sharing Unspoken MSP Stories**



**REJECTION CON
'23**

**Speakers:
Submit your
rejected talks**

<https://rejectioncon.com/awesome>

**Attendees:
Register & raise
money for charity**

<https://www.crowdcast.io/c/rejectioncon>

THANK YOU ALL
FOR ATTENDING!

