

Article ArC017 – Stop and Go – General Business

Category: MSP

Overview

MSPs that grow consistently and strategically are few and far between. Many, if not most, are stuck in a “Stop and Go” cycle of sporadic – but limited – expansion. Each growth spurt is driven by marketing efforts and much money spent, but is short-lived.

Why?

Growth spurts – as opposed to stable, predictable growth – are due to a lack of organizational capacity to follow up on the leads generated by the marketing, convert those leads and deliver ongoing services to new clients.

This is the Stop and Go effect.

Leaders of MSPs like yours want to grow their businesses and are willing to invest in marketing services. But if those marketing services are successful, they aren’t strategically aligned to handle the new business.

The result?

MSPs ask their marketing team to “slow down” or “stop” the lead-generating efforts. Several months later, when the dust settles, the same MSPs start the whole cycle over again.

What’s the Key to Consistent, Strategic MSP Growth?

If your MSP is going to successfully – and predictably – scale, you’re going to need an ongoing relationship with a top-notch business consultant that understands both the IT industry as well as the MSP workflow.

A MSP-specific business consultant will help you align:

- Marketing
- People
- Processes
- Technology

As in any business, your MSP has to have capacity across Marketing, Sales, and Service Fulfillment. If the capacity of any of these business aspects is inadequate, your business will be tossed back into the Stop and Go cycle of slow and unpredictable organizational growth.

Why Do We Need an Outside Business Consultant?

An external consultant is as important to the growth of your MSP as you are to the operational efficiency of your client’s organizations. You’re there to help them see the big picture and to enable them to align technology with their pro-growth goals.

By partnering with a trusted consultant that specializes in MSPs, you are able to gain:

- Unbiased insights regarding your organization
- Researched options that have worked well in other MSPs
- Pathways to stable operational growth

Having someone that you can have high-level conversations about the roadblocks that are keeping you trapped in a Stop and Go cycle is invaluable to you as a business leader. These conversations result in the mitigation of false starts and put you in a position to handle the onslaught of new business created by your marketing spend.

The Pain of the Stop and Go Effect

Being part of an organization that is trapped in a cycle of Stop and Go is kind of like being unwillingly strapped onto the seat of a roller coaster. Up and down... forward... backward... upside-down... and sideways. It's exhausting. A lot of jerking twists and turns, only to end up at the same place you started at, so you can do it all again.

The Stop and Go of an MSP that isn't aligned to handle sales, onboarding, and ongoing service related to marketing leads results in employee frustration, upset clients, and a degrading of your business' reputation.

Leaders of MSPs often think that they're filling the role of "business consultant" within their own organization. Unfortunately, you shouldn't be your own lawyer, and the self-taught man often has a fool for a teacher. MSP leadership is usually too interwoven into the fabric of the daily business operations to see the big picture and to know what to do to fix macro issues within the organization.

Establishing an ongoing relationship with a business consultant that has a track record of excellence puts your MSP on the path to stable, predictable, consistent growth.