



# EXPAND YOUR OPPORTUNITIES

FOUR PROVEN APPROACHES TO  
WIN BUSINESS IN THE MID-MARKET

ENTER EBOOK

A large iceberg floats in deep teal water. The visible tip of the iceberg is white and jagged, while the much larger submerged portion is visible beneath the surface, illustrating the concept of the 'tip of the iceberg' market.

# Introduction

## FOR MSPS, THE SMALL AND MID-SIZE BUSINESS (SMB) MARKET IS JUST THE TIP OF THE ICEBERG

If you're willing to dive deeper and explore the mid-market, you'll uncover a treasure trove of opportunities.

Take the plunge and you can reap the benefits of higher-value and longer-term contracts. But seizing these mid-market jobs **will require strategies considerably different** from those that have led you to success when selling to SMBs.

With the right approach, even small MSPs can successfully branch out to the mid-market. But it will require a different way of selling to, working with — and winning over — prospective clients, as well as marketing strategies that speak to the diversified and specialized needs of mid-market companies.





# Getting **started**

## SOME GOOD REASONS TO LOOK OUTSIDE OF SMB

As an MSP who's comfortable selling services and software to SMBs, why branch out?

For starters, larger budgets mean bigger contracts. But that's not the only reason you should consider diving into the mid-market. As more and more services move to the cloud, the value of device-level management — the most common form of work within the SMB market — **is waning**.

This shift away from device-level management represents a massive opportunity for MSPs who can differentiate themselves by offering **specialized services and expertise** in areas like the cloud. In fact, as the rate of cloud adoption continues to climb, the cloud will soon occupy the same space as Internet and electricity when it comes to planning new IT projects. As the internal IT teams of most mid-market companies tend to be generalists, **many businesses will need outside help making a smooth transition to the cloud**. With the right approach, you could become their "virtual CIO," leveraging your skills and experience to help with all aspects of cloud application planning, implementation and management — an opportunity that simply does not exist in the SMB market.

## CHARTING THE COURSE

Before immersing your team in this new market, you'll need to determine the best approach. That depends entirely on the needs of your prospective client. **There are four tried-and-true routes to the mid-market:**

### RESELLER

Dip your toe in by selling an RMM solution that's owned and managed **by the client**.

Wade into the mid-market by **providing alerts** to the client's internal IT team to manage and escalate back to you as required.

### SUPPLEMENTAL

### MANAGED MONITORING AND REPORTING AS A SERVICE

Explore the depths by managing all alerts and sending them to the **proper internal contacts** with advanced site-level reports.

Dive in all the way by **fully managing** part or all of the client's IT infrastructure.

### MID-MARKET MANAGED SERVICES



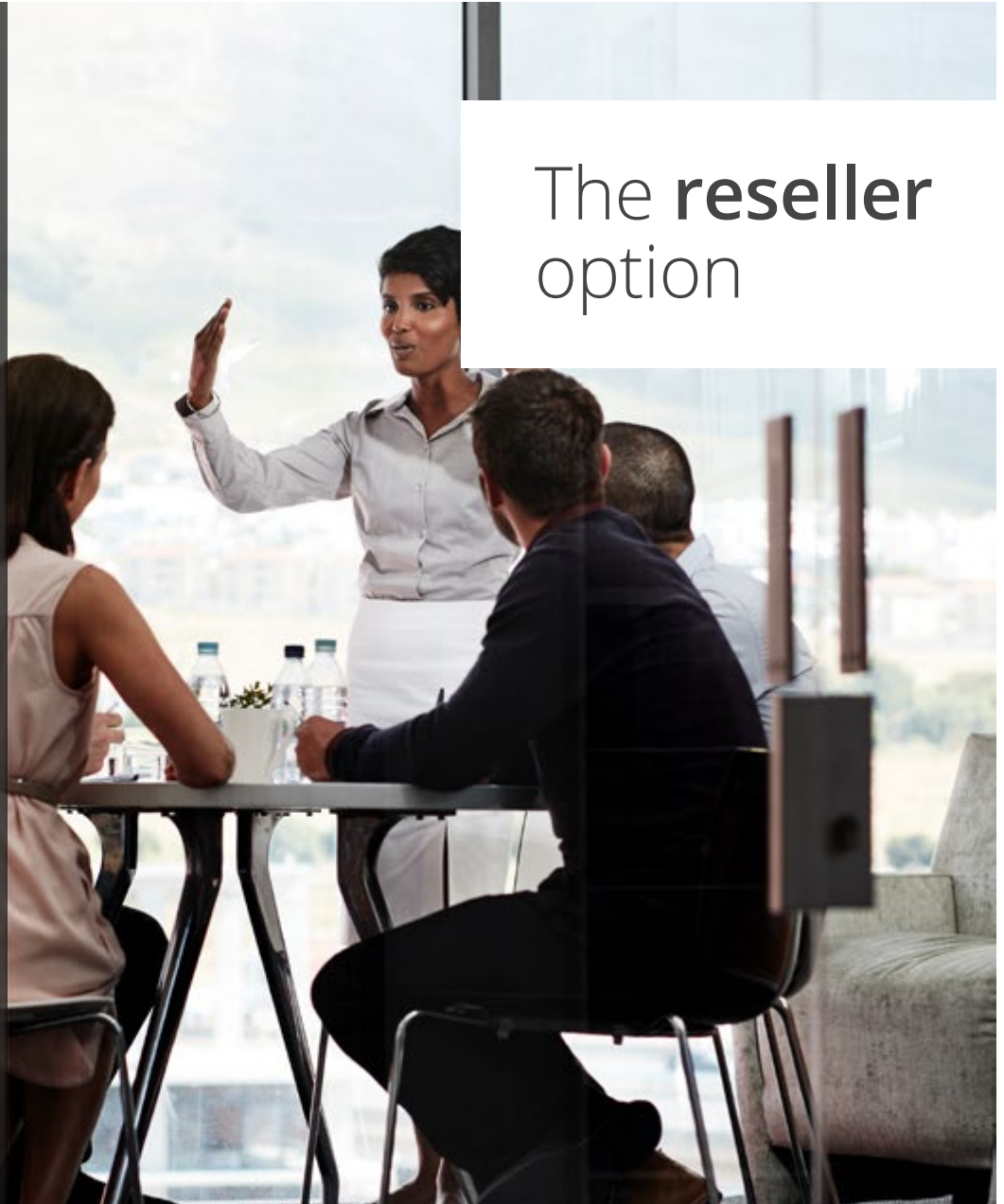
## MANY SMALLER MSPS MAKE THEIR FIRST FORAYS INTO THE MID-MARKET AS RESELLERS

The reseller option represents the typical mid-market point of entry for many MSPs, especially smaller teams looking to profit in these lucrative waters. In this scenario, you are responsible for selling the RMM solution, on behalf of its vendor, to the client. You may also be called on to install and configure the solution and to train the company's internal IT team on how to use it properly. **The RMM vendor will handle all future support requests made by the client.**

While the scope of work associated with this approach isn't very robust, the main purpose is to **get your foot in the door and build profile** with the mid-market company, which could lead to more involved work down the line. In the meantime, selling the RMM solution will serve as a passive revenue stream for your business — simply invoice and get paid for a portion of the deal between the RMM vendor and the client.

Just keep in mind that **this approach might be your only option with certain clients**: if the internal IT team is working within a DMZ that prevents outside connections to the company's network, for example, the RMM solution will always need to be fully managed in-house.

## The reseller option



# The **supplemental** option

## A LOGICAL STEP UP FROM THE RESELLER APPROACH

In this scenario, the internal IT team doesn't have time to evaluate, setup or manage an RMM solution in-house. Instead, they use the services from your RMM, which sends alerts and notifications pertinent to their day-to-day activities and needs. From here, the internal IT team will often escalate certain types of issues back to you (based on how much time or resources would be needed to address them on their end), giving you even more revenue.

With **greater opportunities to show off their expertise and capabilities**, MSPs that use the supplemental model to break into the mid-market are often able to pick up additional end-user project work with their clients.



## FOR CLIENTS WITH NO DESIRE TO MANAGE AN RMM SOLUTION

Better suited for companies with larger internal IT teams, the managed monitoring and reporting as a service option should be pitched to clients that have no desire to own, manage or update the RMM solution

In this arrangement, all of the client's alerts flow through you first — and **you decide what alerts do and do not need to be passed on to the internal IT team**. For example, you might be responsible for handling roll-ups, reports and other non-critical alerts, but will forward any critical alerts to the internal IT team.

With the right platform, this triaging process **can be completely automated on your end**. Accordingly, along with full-time monitoring of alerts and notifications, this option might also involve automation policy development and execution for servers and network devices.

## Managed monitoring and reporting as a service



## Mid-market managed services

### IDENTIFY CLIENTS WHO ARE LOOKING FOR FULL OR PARTIAL OUTSOURCING

A client looking to fully outsource the management of all or part of its IT infrastructure is an ideal candidate for the mid-market managed services approach

You might be responsible for the client's entire IT environment — including its servers, network devices and workstations — or maybe just one or two of these areas. Additional services you can provide include hosted backup, mobile device management, project planning and hardware upgrades.

With you handling the day-to-day management of these systems, **the internal IT team is free to focus on more business-critical IT tasks.**



## A NEW AUDIENCE MEANS A SHIFT IN MARKETING STRATEGY

Successfully branching out to the mid-market requires shifting your marketing strategy to suit a new audience

Here are some essential tips:

- **Do your research:**

Choosing the right approach is all about assessing the needs of the client you're targeting and the capabilities of its internal IT team. Once you know what the company needs, you can pick the right approach to help them meet those needs.

- **Win over the internal team:**

When selling to an SMB, you're likely dealing with the business owner directly. In the mid-market, your first line of contact is the internal IT team. Your goal is to win them over by showing how you can help automate or streamline their day-to-day tasks. Get them on your side and they'll act as advocates for the solutions you've proposed. If those solutions can bring down IT costs, they'll look like rock stars to their executives — putting you in their good books and making you more likely to be called on for more work down the line.

## Tips for growth



## Tips for growth

- **Know your audience:**

Set aside the marketing strategies you use to sell to SMBs. For instance, while you would never sell automation to an SMB, it would be a great sell to a mid-market client looking to streamline its operations. Automating redundant tasks would give the internal IT team valuable time to manage more critical areas – and maybe save the firm from having to hire another full-time employee. And unlike SMBs, there's no need to spend a lot of time convincing mid-market prospects about the value of managed services. This means you should focus your pitch on how exactly your services and solutions will meet their needs.

- **Flex your skills:**

Specialization is a huge asset in the mid-market, as larger budgets and workloads mean companies are willing to pay for services SMBs aren't. Cloud services in particular represent a huge area of opportunity for MSPs with the right credentials.

- **Be complementary:**

Go into the mid-market with the mindset that you're there to help the internal IT teams, not replace them. Proposing solutions that make internal teams completely redundant is a good way to earn a bad reputation. Cooperating with an internal team could lead to more work later, as the client may decide to outsource the work to you rather than hire new employees.





# Bolster your vessel

## LOOKING TO SUBMERSE YOURSELF IN THE MID-MARKET? WE CAN HELP!

SolarWinds MSP offers consulting, advice and education to help you **expand your reach into the mid-market**. Our Blueprint to Success program gives you everything you need to elevate your managed services business, including proven marketing and sales strategies, industry-average pricing plans, access to dedicated consultants, and more.

Learn more about how SolarWinds MSP can bolster your business: [www.solarwindsmsp.com](http://www.solarwindsmsp.com)

# About SolarWinds® MSP

SolarWinds MSP empowers MSPs of every size and scale worldwide to create highly efficient and profitable businesses that drive a measurable competitive advantage. Integrated solutions including automation, security, and network and service management—both on-premises and in the cloud, backed by actionable data insights, help MSPs get the job done easier and faster.

SolarWinds MSP helps MSPs focus on what matters most—meeting their SLAs and creating a profitable business.

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