



Think Like a  
**CONSULTANT**  
Deliver Like a **TECH**

How a consultant's mindset can boost  
your managed services business

*GENUS: TECHNICIANUS RESPONSIVUS*



# This is a technician.

- Responds to customer requests for on-site troubleshooting
- Installs and configures new equipment
- Performs upgrades and repairs

Even though their engagements with customers tend to be fairly limited and case-by-case, technicians' services are vital to keeping customers happy on a long-term basis.





*GENUS: CONSULTANTUS TRUSTEDUS*

## This is a consultant.

- Focuses on building long-term relationships
- Understands the customer's business and industry
- Recommends IT solutions and services

In a way, a consultant's responsibilities never truly end: he or she has to understand what makes each customer tick and always stay ahead of the latest business and IT trends.

# Get the best of both worlds

Most small and mid-sized MSPs operate as technicians, responding to client needs as called upon. Adopting some of the consultant's perspective, however, can help grow your opportunities.



# Pool your data for strategic insights

A professional woman with blonde hair tied back is smiling at the camera. She is sitting at a desk in an office environment. In front of her is a computer monitor displaying a bar chart with several colored bars (blue, green, orange) against a white background. To her right, a hand holds a smartphone displaying a table with columns labeled 'Name', 'Anzahl', 'Anzahl', 'Anzahl', and 'Anzahl'. The table lists various items with their counts.

To apply a consultant's mindset to your technical services, you first need to look at the systems and processes you use to support your practice.

If you have a centralized repository of customer information that all your technicians can access — details about each customer's IT assets and previous work done, for example — you can offer a continuity of perspective across your entire team, regardless of which technician is actually on site.

This single pool of data could also lead to additional insights that might not be evident when looking at siloed data — making it easier to offer strategic advice with the customer's best interests in mind.

## Take a big-picture view of your entire business

Try to think about your purely technical services as part of a larger continuum: one that starts with the helpdesk and moves through service management to billing and invoicing. By taking a big-picture view of how all these elements work together and complement each other, it becomes easier to demonstrate value and cement customer loyalty at every stage.



Simple, Affordable  
Service Management Software.

MSP Manager is cloud-based service management software that helps you support customers and run an effective IT service business.

REGISTER FOR PREVIEW



## A centralized approach to service management

MSP Manager from SolarWinds N-able combines helpdesk, service management and billing in a single cloud-based platform, helping you think and act like a consultant.

Having access to great support tools and customer information in one convenient location gives you the insight you need to understand customers and deliver great support. To delight your customers you need to be knowledgeable and professional and have the answers needed to achieve their business goals. MSP Manager helps you look good every time you interact with your customers.

# About SolarWinds N-able

SolarWinds N-able is a leading global provider of complete IT management, automation and MSP business transformation solutions, including the award-winning N-able N-central RMM and service automation platform. N-able has a proven record of helping MSPs standardize and automate the setup and delivery of IT services to achieve true scalability. Thousands of MSPs use N-able solutions to deliver scalable, flexible, profitable managed services to over 100,000 SMBs worldwide. With offices in North America, the Netherlands and Australia, N-able is 100% channel-friendly and maintains strategic partnerships with Microsoft®, Intel®, IBM®, CA®, and Cisco® among others.



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