NinjaRMM Live MSP Chat

Handling COVID-related Client Requests and Communication

Thanks for attending and participating, all. Great conversation!

You can see the recording here

I've also added links to some of the resources mentioned at the bottom of this doc.

Here's the doc where you can add your ideas/requests for future chat topics: https://docs.google.com/document/d/1qK3sch9rM7GTIFv45cWs6BGdyDo0ueFopUqmBOsG8to/edit

Agenda — April 9, 2020

Hi. Welcome back previous attendees, and anyone new glad you're here!

Quick intros:
- Jonathan: Director of Content at NinjaRMM
- Tom: NinjaRMM Channel Chief Advisor and CEO at MSPGo
- Sami: Marketing Coordinator at NinjaRMM

How to participate

Reading the room
- Poll: Have you had clients ask to put their service on hold or cancel?

How are you handling client requests for flexibility?
- Poll: Are you offering discounts?
- What's your breaking point in terms of discounts?
- Which is better? Discounts or deferrals?
- Any creative solutions?
- Payment plans?
- Switching to minimum necessary services?
- Offering some services for free? (WFH?)
- Bucket of hours?

General sentiment seems to be we're all in this together, let's do what we can to help our clients. But how do you balance that with protecting yourself?

Two approaches:
- [Be as flexible as possible](#)
- [Yes, but to a point](#)

Making changes to contracts
- Poll: Do you feel that your Managed Service Agreement adequately covers the current situation?
- [Sample Force Majeure clauses](#)

[How are you handling furloughed users?](#)
- Keeping licenses active?
- Freeze billing?

How are you dealing with late payments?
- Actually trying to collect?
- Proactive risk assessments?

Ramping up client communication
What should your next client meeting look like?
- [Sample agenda from Lifecycle Insights](#)

Ideas for being proactive:
- Training and how-to materials (let your tickets guide you — if it's a problem for one...)
- **Community-building within your own clients** Connect your clients with each other to allow discussion and help each other out
  - Host your own chats like this one, but with your client owners (in same industry or or open to all)
  - Think outside IT — connect them with expert resources on how to manage a remote team, how to survive a recession, etc.
    - Have an accountant client? Do what we did with Joel
    - Have restaurant clients? Share promos with other clients

Wins
- Helping clients stay open?
- How have owners reacted to your help?
- ["Little victories"](#)

Resources mentioned:
- Tom's [sample Force Majeure clauses](#)

- [Last week's session on PPP and SBA loans (agenda with links to video and calculator, etc.)](#)
- [Case study video featuring Paradise Unified School district recovering from forest fires](#) (obviously super high-budget, but keeping it simple and having testimonial quotes can be really powerful, too)