

Sales Prospecting Without In-Person Events

June 18, 2020

UPDATE: Thanks everyone who joined! I've updated this doc with the great ideas you all submitted at the bottom. If you want to dive back into **the recording** you can access it here: <https://www.crowdcast.io/e/dqfu954d/1>

Quick intros:

- Jonathan: Director of Content at NinjaRMM
- Tom: NinjaRMM Channel Chief Advisor and CEO at [MSPGo](#)
 - tw@mospgo.com
- Sami: Marketing Coordinator at NinjaRMM

Special Guest!

- Ray Orsini, CEO at [OITVOIP](#)

Bonus special guests! (big thanks to these two for hopping on)

- Sean Lardo, VP of Partner Development at OITVOIP
- Lisa Compton, Channel Sales Manager at [The Wiser Agency](#)

How this is going to work + how to win that sweet \$50 Amazon gc

- Use the chat to... chat!
- Use the Q&A to ~~ask questions~~ enter your prospecting ideas
 - These are your entries to win
 - 1 idea per comment
 - Most-upvoted entry takes the \$50
 - **Congrats to Corey Eberly!** 🎉🎉🎉 Here's the idea he won with:

“We maximize LinkedIn by seeing who our CURRENT clients are connected to and asking for an intro or point of connection...specifically in our targeted vertical market.”

Ready, set, brainstorm!

- [Inspiration soundtrack](#)

Prospecting Ideas

“Check the couch cushions (look for leads you didn’t know you had).”

— Kevin Clune, MSP Growth Hacks

1. Check your past website form completions (ex: Contact us)
2. Check your appointment setting systems (ex: Calendy)
3. Check your e-signature software (ex: Docusign — have you sent contracts that weren’t signed? Could that business be a lead now?)
4. Your inbox
5. Social media direct messages
6. Old business cards

[See Kevin’s blog post for more “mining existing but forgotten” lead suggestions](#)

Leveraging existing clients for referrals

7. “You know how we helped you through the WFH transition? Do you know of anyone who has been having a hard time that we could help?”
8. Be even more specific: “Do you know of any accountants that we could help?”

Leverage Centers of Influence (COIs — [see TrueMethods post for overview](#)) for referrals

9. Build relationships with local firms that have your ideal clients as *their* current clients (ex: lawyers, accountants, financial advisors, etc.) and ask them for referrals.

Networking groups

10. Join local [Business Networking International](#) chapter (advocate for/offer to facilitate virtual meetups if they aren’t already offering them)

List building basics for getting started amassing cold leads

11. Search “near me” in Google for target industries
12. Use Reference USA (via your local library — [how to](#))

LinkedIn

13. Start with your current best clients and comb through their connections to identify new prospects. Ask your client for specific introductions or points of contact.
14. Use LinkedIn Sales Navigator to conduct searches ([basic how-to](#)).
15. Combine with using Dux Soup (or alternative) to automate invites/inmails ([see this video from Chartec](#)).
16. Use a virtual assistant or service like [StraightIn](#) to do non-automated LinkedIn outreach at scale.

Virtual event ideas

17. Virtual happy hours
18. “Back to the office” roundtables with local business orgs/groups (ex: [Valiant Technologies](#) “[Open for Business: New York](#)” webinar)

Direct mail

19. Face masks, hand sanitizer, things to make being back in the office easier
20. Home office supplies

Surveys

21. Reach out to prospects on LinkedIn or via email to ask them about their WFH / back-to-office transition. Ex: “We’re doing an anonymous 2-minute survey to determine how local [ex: law firms] are handling the transition to WFH or back to the office. We’ll give you a gift card and share the results so you can see how your peers are doing.” Include questions to gauge satisfaction with IT, identify current priorities and pain points, plans to outsource, etc.


2 big opportunities for MSPs (according to [Service Leadership](#), [Paul Green](#), and others)

- Snagging clients unsatisfied with how current MSP handled WFH transition (“[The Great Client Grab](#)”)
- Mid-market companies now looking to outsource or considering co-managed IT

Next MSP Live Chat — Thursday, July 9 at 1pm ET | 5pm GMT




<https://www.crowdcast.io/e/dqfu954d/2>

No need to register again! We’ll send you an invite.

 msp live chats

How to Nurture and Convert Your Sales Leads

THURSDAY, JULY 9 AT 1PM ET / 10AM PT | 5PM GMT

SAVE YOUR SPOT