



**ERICK SIMPSON**

**MSP CHANNEL  
GROWTH EXPERT**

**SPEAKING, STRATEGY, AND  
MEDIA & MARKETING KIT**

# meet Erick



‘one of tech’s leading  
strategic growth experts,  
industry thought leaders,  
renowned speakers,  
and authors’

Erick wrote the book on  
transformative growth for  
MSPs and channel firms  
(actually, he wrote four...)



# thought leadership



Erick cares deeply about driving  
channel performance and  
translating complex issues into  
consumable nuggets of wisdom

he loves to share his wealth of  
knowledge as a keynote  
speaker at industry events,  
sales kick-offs, and conferences

# speaking, consulting, and writing



one of the most prolific, recognized, sought-after Security, Cloud and Managed Services experts, consultants, authors and speakers in the industry



delivered over 600 consulting engagements for technology clients ranging from vendors, distributors and IT solution providers to MSPs, Cloud and Security providers



contributed to numerous industry publications and events and authored over 50 business improvement best practice guides and four best-selling books

# innovations



## **Channel Maturity Level Index™**

pioneered the Vendor Channel Maturity Level Index™ identifying IT channel program maturation for strategic growth



## **MSP Mastered®**

co-founded one of the first 'Pure Play' Managed Service Providers (MSPs) and created the MSP Mastered® methodology for business performance improvement

# speaking engagements



Erick has delivered hundreds of dynamic and informative keynote speeches, breakout sessions, workshops, and training classes

clients include a veritable who's who of industry icons including Microsoft, Cisco, IBM, Autotask, McAfee, ConnectWise, HP, Lenovo, Fujitsu, Symantec, Kaseya, Comcast, Intronis, N-able, Solarwinds, Intel, Fortinet, Carrier Sales, BCM One, distributors Ingram Micro, and Tech Data, industry trade organizations like CompTIA, SMB Nation, The Channel Company, HTG, SMB Summit, ChannelPro and many others...

# speaking topics

if you are considering Erick for your sales kick-off, conference, workshop, breakout, or keynote and you're not sure what you'd have him talk about, below are some of his highest-rated topics, and there are dozens more [here](https://www.ericksimpson.com)

How to have “The  
Cybersecurity  
Conversation” with Clients

Developing an effective master  
services agreement and SOW  
for recurring revenue services

How to bundle and price your  
MSP and cybersecurity services to  
maintain a 60% profit margin

What's your MSP worth  
and how do you sell it at  
the highest valuation?

Increasing your service  
desk efficiency by 50% -  
platforms, processes &  
automation

Transforming your channel  
sales organization to  
supercharge through-  
partner sales

Sell 40% more services and  
solutions to existing clients  
using a technology roadmap

Building your required  
cybersecurity offering –  
and getting every single  
client to sign up!

# amazing results

4 **OUT OF** 4

unanimous max scores  
at a recent Ingram ONE event

**INGRAM** MICRO<sup>®</sup>

**nexgen** 2019  
7 attendee  
rating 6.04  
out of 7

79% of attendees  
marked Erick 6 or 7

THE **CHANNEL** CO.™



## WEBCAST

top-rated and #1 most  
watched webcast with  
1100+ registrants

**ITGlue**

# our channel clients Include...



Acronis	AireSpring	Akamai	Allstate Capital	APC	Asigra	Astoro
AT&T	Autodesk	Autotask	Auvik	Avant	Avaya	AvePoint
Axcient	BCM One	Blackberry	CA	Cambium Networks	Carbonite	Carrier Sales
ChannelPro	CharTec	Cisco	Citrix	CleanConnect	Comcast	CompTIA
ConnectWise	Cornerstone	Critical Start	D&H	Datto	Dell	Domotz
EarthLink	Equus	Fortinet	GFI	Glasshiv	GloStream	GoDaddy
Graphus	HP	Huntress	ID Agent	Ingram	Intel	Intronis
Invarosoft	IT Boost	IT Glue	JS Group	Kaseya	Kaspersky	Lenovo
Liongard	ManageEngine	Marketopia	McAfee	Microsoft	N-able	Nokia
Oki Data	Pax8	Pgi	Quadranet	Rapidfire Tools	Rise	ScalePad
Sherweb	SkyKick	Sonic Wall	Stage 2 Networks	StorageCraft	SuperOps	Symantec
Symform	TD SYNEX	Techdata	The 20	Thinkgrid	Trend Micro	Unitrends
Vade Secure	Vijilan	Virtiant	Watchguard	Zoho	And Many More...!	

# vendor client testimonials



“In my experience as a Sales Director at Ingram Micro, working with Erick Simpson certainly helps save us manpower and effort and absolutely reduces the sales cycle time”

**Jason Beal, Sr. Director Ingram Micro EMEA**

“These are HUGE Webinar survey scores. The highest I have ever seen! Thank you very much! Great job!”

**Mike Iem, Product Manager, Microsoft**

“the reason we partnered with Erick is because of our shared vision around partner recruitment and enablement”

**Kevin Goodman, Broadview Networks**

“Erick Simpson has enabled us to reach and develop a rhythm of communication with a new universe of channel partners.

He has an expertise in delivering high quality live and on-demand webinars. Whatever crazy idea or concept I throw at him; he helps bring it to life and executes successfully”

**Michael Murphy, Global Mktg Mgr, Trend Micro**

“Erick’s unique blend of technical and business acumen is able to connect with a broad audience; he is an engaging speaker and trusted business advisor”

**Kevin Krusiewicz, Channel Enablement Mgr, Intel**

“Erick worked with my Cisco team for several years – as a result of our work we were able to launch our products successfully and gain quick adoption with Cisco SMB VARs.”

**Sameer Jayakar, Sr Mgr, Cisco Systems**

"Erick is a genius strategist. He is able to shift MSP businesses towards growth because he truly understands the channel and the technology used in the industry. His insights on solutions, pricing, and operations have been invaluable to a number of the top partners and vendors in the industry.”

**Janet Schijns, CEO, JS Group**

# career and certifications

## education

Fullerton College



## certifications

IBM Sales Performance Management  
Microsoft Certifications (10+)  
Certified Professional Behavior Analyst  
Certified Professional Values Analyst  
Platinum Level Expert Author

and many more, too many to list here

## entrepreneurial

ErickSimpson.com

SPC International

MSP University

Intelligent Enterprise

## advisory



Erick brings a wealth of experience  
and deep industry expertise from  
two+ decades as an entrepreneur,  
corporate executive, business  
innovator, and trusted advisor

# podcasts

Erick is a frequent contributor to industry podcasts, covering a wide range of channel and MSP topics



he also co-hosts a weekly podcast with ChannelPro

# honors & awards



Managed Services  
Advisory Council



MSP Thought Leader  
3 Time MSP 250 Award Recipient



SMB 150 Award  
Recipient



Strategic  
Training Partner  
Appointment



Industry Expert  
Appointment



7 Thought Leaders  
Defining the Managed  
Services Market



100 Most Visible  
Channel Leaders

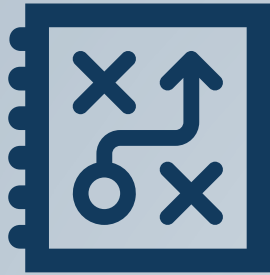


2 Time 20/20 Visionary  
Award Recipient

# endorsements



# channel program transformation



## Channel Program Strategy

whether you are a startup or seasoned IT channel vendor or distributor, we'll evaluate your current channel and operational performance levels and design an improvement strategy to achieve real success that can be measured and quantified



## CAM and BDM Enablement

whether you are a startup or seasoned IT channel vendor or distributor, we'll evaluate your current channel and operational performance levels and design an improvement strategy to achieve real success that can be measured and quantified



## Partner Recruitment

our partner recruitment marketing and live virtual event services supercharge channel growth by promoting your brand, partner program, message, and call to action to our curated partner channel of 45k of the most engaged and responsive MSPs in the industry

# the largest, most responsive partner channel in the industry



We command the highest levels of respect and influence and accelerate acquisition outcomes with solution providers due to the trust we have earned since 2006 in educating, training and consulting with thousands of IT providers just like them in every aspect of improving and transforming their businesses.

Our years of IT Business Improvement training and consulting experience in the industry have grown our partner channel to over 45,000 MSPs, MSSPs, CSPs, and IT Solution Providers.

Our channel represents the most responsive group of IT business owners, and technical and sales leaders, prompting many of our manufacturer, vendor, and distributor clients to claim that our marketing, influence, and thought leadership programs provide them with the best ROI for their partner acquisition and enablement investment.

# channel partner marketing programs



Survey Marketing for market research, competitive analysis, and feedback from our partner channel of 45k MSPs



Email and Social Media Marketing to promote your message or event to our curated partner channel of 45k MSPs



Newsletter advertising features your banner ads, sponsored articles, and custom Vendor "Newsletter Takeover" Special Editions



Blog Marketing features your sponsored posts on ErickSimpson.com, one of the Top 5 MSP blogs syndicated on FeedSpot and ChannelPro



Podcast guest participation on your hosted podcasts, interviews & marketing promotion on our ChannelPro 5 Minute Roundup, MSP Chat & The MSP Show Podcasts



MSP Mastered® Webinars, MSP Happy Hour™ marketing, promotion and hosting supercharge branding, awareness and partner recruitment



Keynote or  
General Session



1/2 Day Workshop



Full Day

# speaking and live events that generate the highest registrations

live in-person event  
participation (keynote, session  
speaker, workshop, panel  
moderator, panelist, etc.)

[www.ericksimpson.com](http://www.ericksimpson.com)

*Contact us for Pricing*



### Survey Marketing

market research,  
competitive analysis



### Email Marketing

promote your  
message or event



### Social Media Mktg

promote your message  
or event to our LI, FB &  
Twitter followers and  
groups



### Newsletter Advertising

banner ads, sponsored  
articles, and custom  
“Newsletter Takeovers”

# marketing programs to the largest, most responsive MSP channel

delivering the best partner  
recruitment ROI in the industry

[www.ericksimpson.com](http://www.ericksimpson.com)

*Contact us for Pricing*

# blogs and podcasts to feature your thought leadership, event recruitment, or marketing message to our partner channel

thought leadership, branding, awareness and promotion



Sponsored Blog on  
ErickSimpson.com

A top 5 MSP Blog that  
is syndicated on  
FeedSpot and  
ChannelPro



We Guest on your  
Podcast

Participation in your  
podcast as an industry  
expert & thought  
leader



You Guest or Advertise  
on Our Podcasts

Interview or promotion of  
your sponsored message  
on our ChannelPro 5  
Minute Roundup or MSP  
Chat podcasts

**Contact us for Pricing**

# MSP Mastered® and MSP Happy Hour™ live webinars and events

supercharge channel recruitment with the highest-rated webinar series and live events in the industry



## MSP Mastered® webinars for partner recruitment

Webcast production, registration, promotion to our partner channel, and hosting where we handle everything, including delivering an educational topic during the Webcast, conducting Polls to survey attendees and increase engagement, then turning it over to your speaker for their portion of the presentation, demo and call to action, with up to 5 email campaigns pre-event, and 1 post-event email campaign promoting your call to action and link to view the on-demand recording targeting 200 registrants.

**Also Available:** Webcast participation during your hosted and promoted Webcasts as an Industry Expert



## MSP Happy Hour™ virtual events for branding, awareness, and partner recruitment

MSP Happy Hour™ events recruit IT providers and MSP attendees to register for and attend live hosted events designed to grow sponsor awareness and calls to action. This is achieved through a uniquely entertaining, themed event format that engages attendees in candid, open business discussions in a relaxed, informal setting while learning to make and drink humorously IT-themed alcoholic (and non-alcoholic) drinks (The Helpdesk Hurricane, The MSP Margarita), and participating in fun drawings and other activities. Sponsors are encouraged to not only attend but actively participate in these discussions with attendees and promote specific offers and assets to help build attendee interest in engaging with them.

**Contact us for Pricing**

# channel partner sales enablement



## **Customized Group and One-On-One Coaching Programs and Peer Groups**

we deliver the group and one-on-one guidance & support your partners need to grow channel revenues with your products, solutions, and services by identifying and helping them overcome their sales performance challenges



## **Licensed Online MSP Mastered® Managed Services Masterclasses**

our online 12-course masterclass tackles the 12 Keys to MSP business and sales transformation delivered via on-demand video training sessions & quizzes and includes downloadable agreements, proposals, SOWs, tools, and other assets to supercharge business growth



## **Licensed Online MSP Mastered® Cybersecurity Sales Masterclasses**

our online 10-course cybersecurity sales masterclass reveals the techniques to bundle, price, and sell cybersecurity solutions consultatively to accelerate sales velocity and shorten sales cycles with on-demand video training, quizzes, and other effective sales assets

***Contact us for Pricing***

# MSP Mastered® managed services essentials masterclass

1. Leadership Strategy
2. Operations & Finance
3. Lead Generation
4. Sales Strategy
5. Offering and Pricing
6. Proposals and Agreements
7. Service Delivery
8. Quarterly Business Reviews
9. Strategic Vendors
10. Hiring, Org and Succession
11. Growth via Acquisition
12. Exiting at the Highest Valuation



12 Courses, 34 On-Demand Training Videos, and 97 Asset Downloads cover every Managed IT Services business transformation strategy, process, and asset to enable partners to build or improve their MSP practices.

# MSP Mastered® cybersecurity sales masterclass

1. Sales Process Overview
2. Cybersecurity Features and Benefits
3. Cybersecurity Bundling and Pricing
4. Sales Prospecting & Appt. Setting
5. Sales Warm-Up and Qualifying
6. Conducting Cybersecurity Assessments
7. Sales Proposals and Agreements
8. The Cybersecurity Sales Presentation
9. Overcoming Cybersecurity Sales Objections and Closing
10. Conducting Quarterly Business Reviews to Sell Cybersecurity



10 Courses, 10 On-Demand Training Videos, and 32 Asset Downloads cover every Managed Cybersecurity business transformation strategy, process, and asset to enable partners to build or improve their Cybersecurity practices.

# channel partner testimonials



“after attending sales training with Erick, I was able to grow my company by over 50% in the last 2 years”

**Pedro Nunez, ITMS**

“The concepts, techniques, and best practices Erick has developed have helped me grow our recurring revenue by more than 400% over the last two years.”

**Brian Page, Structured Communications Systems**

“I’ve attended numerous sales trainings in the past 12 years and can say without a doubt that this training was the best I’ve seen.”

**Shannon Berry, Red Level Networks**

“After implementing the changes Erick recommended, Bottom line, our profit for the first quarter has increased 109% over last year. That is more than double!”

**Ryan Giles, AGJ Systems and Networks**

“Erick made a huge positive impact on me and my team in the way we run our business. We now have much better tools and arsenals and a more practical and well thought-out approach towards our operations, sales and other aspects of business “

**Nick Nouri, CompuNET**

“The dude's down to earth.. he doesn't BS you. I absolutely love what Ericks' done for us, and I look forward to working with him again at any time.”

**Jeff Griffin, The 20 MSP**

“We really had a great experience with Erick and about 2 years ago we had some customer satisfaction growing pains and had another engagement with Erick, who really helped us focus on service delivery...back then our recurring revenue was at \$300k per month and now it's over \$500k and we have the highest satisfaction rates we've ever had..”

**Adam Mahoney, CEO, Network Outsource**

# our most popular bundles



## Channel Program Improvement

- 1 internal channel program SWOT assessment, analysis, and recommendations document
- 1 internal CAM and BDM MSP sales enablement
- 1 external partner survey to our 45k partner channel



## Group Partner Enablement

- MSP Mastered® Masterclasses
- Sales coaching
- Peer groups



## Branding, Awareness and Event Promotion

- 3 email marketing campaigns
- 3 social media marketing campaigns
- 1 newsletter banner ad
- 1 sponsored newsletter article
- 1 sponsored blog post
- 1 podcast interview
- 1 podcast advertisement



## Partner Recruitment

- 4 MSP Mastered® webinars
- 2 MSP Happy Hour™ events

*\*Discounts available*

**Contact us for Pricing**

# multi-talented



Erick crafts innovative channel growth strategies and partner enablement programs for his clients, but that's not all...



in his spare time, Erick loves to restore cars and is currently in the process of bringing a Toyota MR2 and vintage Datsun 280Z back to glory with his son

# Contact info

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**in** [linkedin.com/in/ericksimpson/](https://linkedin.com/in/ericksimpson/)

🐦 [twitter.com/ericksimpson](https://twitter.com/ericksimpson)



## Erick Simpson

**MSP Channel  
Growth Expert,  
Thought Leader,  
Influencer**