



one page summary



speaker

Giovanni  
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title

## How can MSPs grow by leveraging communication with customers

### Who's the speaker?

Giovanni Sanguily, our speaker for this session, is the founder and CEO of GlassHive and Tridigital, and a renowned MSP industry veteran. With his decades of experience and expertise, Giovanni helps MSPs and IT businesses with innovative marketing strategies to grow their revenue.

### The core idea

The core takeaway from this session is to help you grow your MSP at scale by scaling your communication with customers.

### The breakdown

Now, let's break the session down into its best bits and highlights:

- Communication is the foundation of all your business proceedings with clients. Right from first-contact marketing, to sales, to onboarding, you need to communicate strongly.
- Hiring the right kind of talent needs strong communication too. Simply listing job openings and perks on your website's careers page won't cut it.
- It's important to create visibility for your clients to help them see the breadth of your efforts and the impact you're directly contributing to their business.

### Action points:

- Document your communication. Putting an onboarding process down on paper standardizes it, and ensures uniformity every time a new client is onboard
- Create an experience for the talent you're looking to attract, and a compelling narrative that will make them want to work at your MSP.
- 4 traits of a thriving MSP during a pandemic: Resilient, Integrated, Secure, and Evolving.
- Overcommunicate with your clients whenever possible, through media that's quick and easily consumable.
- Visibility as a service: set up a TV at your client's office that constantly displays all the vital KPIs in real-time. This visibility can create a lot of upsell opportunities and scale faster.



A big part of growing and scaling is your ability to get your customers sold on what you're selling.