

## NAVIGATING THE MSP GROWTH JOURNEY

MSPs face an increasingly complex customer landscape : commoditization pressures are rising, margins are shrinking, and intense competition is making it harder to stand out. Offering great services isn't enough anymore—you need a powerful, unified strategy that sets your business apart.



## OUR SOLUTIONS



**Growth Strategy Planning** Develop a clear, actionable growth strategy with defined metrics to ensure measurable progress.



**Refining Sales Messaging & Positioning** Enable sales to interact with buyers in a way that isn't "sales-y" proactively generate interest and demand for your products and services.



**Optimizing Sales Operating Model** Standardizing on sales activities that drive the most value while aligning to the customer buying journey and executive buyer's mindset.



**Strategic Account Management** Expand revenue within existing accounts with structured, deliberate processes to identify potential opportunities.



**Capture Opportunities Through Service and Delivery** Uncover overlooked revenue opportunities from non-sales teams (customer support, service delivery, etc.).



**Revenue Management Analysis** Understand which segments of the business drive revenue and the key issues causing revenue leakage and slippage within your business through analyzing 12 months of pipeline and revenue mix.

## OUR FOCUS

At McMann & Ransford, we help MSPs navigate the complexities of building and implementing operating models that create the true differentiation necessary for sustainable growth. We offer a range of defined benefits and specialize in assisting companies in transitioning from service- or product-centric models to comprehensive, value-driven solutions. Our approach combines strategic expertise, innovative frameworks, and tailored support to help you redefine your offerings, strengthen customer relationships, and achieve long-term growth.



## A UNIQUE PARTNERSHIP



**More than a Strategy** to ensure our clients reach their goals; We work through all the steps necessary for organizations to take on new habits, whichever role this requires us to fill, *even performing sales and account meetings alongside client personnel.*



**Significant experience** and focus necessary to understand client challenges and *achieve success*



**Senior staff** dedicated to each engagement that can, and do, *drive real differences* in an organization

## ABOUT MCMANN & RANSFORD

### NAVIGATING THE GROWTH JOURNEY

**We were founded on the belief that business models must adapt to enable continual renewal that ensures differentiation given changing market needs.**

When confronted with commoditized products and services, businesses must solve problems for their clients and customers in a differentiated manner. We have been at the forefront of this evolution – or revolution - that has led us into several strategic initiatives...

“Solution-led  
Business”

“Account-Based Growth”

“Value-Based Selling”

“Portfolio  
Optimization”

“Customer Intimacy”

“Entering new  
Markets”

“Customer Retention”

When businesses adopt these initiatives, they face a challenge in wrangling all the key components that must work in harmony; Positioning, Messaging, Sales Motions, Account Journeys, Offer Portfolios and Linkages must work together with clear short-term and long-term goals that support the business and drive meaningful and recurring revenue.

## UNLOCKING GROWTH FROM EXISTING ACCOUNTS

One must-have element of any company growth goal and strategy is to expand the revenue footprint within existing accounts. Yet we continue to see that this is often an overlooked and oversimplified facet to achieving growth success.

At McMann & Ransford, we specialize in unlocking the full potential of your current customer relationships. We maximize their value through strategies designed to increase revenue per account, enhance account penetration, and foster long-term retention and ensure your existing accounts contribute significantly to sustained growth and profitability.

### FIVE KEY STEPS TO EXPANDING EXISTING ACCOUNTS



Without well-designed account strategies & plans, organizations will struggle to execute account-level growth and retention even with the most capable resources.

### We resolve common obstacles such as:

- ✓ **Underutilized Accounts:** Transforming existing customer accounts into higher-value assets by identifying and leveraging new opportunities.
- ✓ **Customer Churn:** Reducing turnover rates and enhancing retention strategies to maintain long-term relationships.
- ✓ **Revenue Saturation:** Increasing revenue from existing accounts by deepening engagement and expanding the range of services or products.
- ✓ **Underperforming and Suboptimal Customer Satisfaction:** Improving customer experience and satisfaction to foster loyalty and boost your brand's reputation.
- ✓ **Lack of Insights:** Gathering and applying valuable insights from existing accounts to tailor strategies and improve overall service delivery.
- ✓ **Innovation Stagnation:** Encouraging ongoing improvement and innovation to keep customer relationships fresh and responsive to evolving needs.