



CHECKLIST FOR MSPS: GETTING LEAD-GEN READY

Outsourcing your lead generation can feel like hiring a wizard—presto! Leads!

But let's not confuse magic with strategy. Without the right groundwork, even the most skilled lead gen team (yes, even us wizards at MKC) can't conjure success from thin air.



- ☐ **1. Define Your Ideal Client Profile (ICP):**
Know who you're after. If your ICP is as vague as "anyone with a computer," we need to chat. Understanding your ICP is like having GPS coordinates for your treasure hunt.
- ☐ **2. Nail Your Value Proposition:**
What makes you stand out in the MSP crowd? Hint: "We provide great service" isn't it. Your value proposition should be as clear and impactful as a lightning strike.
- ☐ **3. Have a Solid Sales Process:**
No process? No progress. Ensure you have a clear journey from lead to customer, or you'll be outsourcing chaos, not sales.
- ☐ **4. Content That Converts:**
Your content should be doing some heavy lifting before any lead gen magic happens. If your website's most visited page is the "404 Error," we've got work to do.
- ☐ **5. Tech Stack Ready:**
Your CRM should be your best friend, not a distant acquaintance. Make sure it's set up to track and manage the leads coming your way.
- ☐ **6. Align Sales & Marketing:**
If your sales and marketing teams are on speaking terms only during the company picnic, brace for trouble. Alignment is key.
- ☐ **7. Be Open to Feedback:**
The beauty of outsourced lead gen is the fresh perspective it brings. Be ready to pivot and adapt based on the insights gathered.

Why Jumping in Unprepared is a No-Go

Without laying the groundwork, outsourcing your lead generation is like trying to build a house on sand—looks promising until you actually move in. Remember, no outsourced partner can read minds (yet); they need the right input to generate the right output.

How MKC Can Help


At MKC Agency, we're not just about generating leads; we're about crafting success stories with a solid foundation. From defining your ICP to perfecting your sales process, we're here to make sure your lead gen isn't just a shot in the dark.

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