

4 MUSTS OF A MANAGED SERVICE BUSINESS



DEFER GRATIFICATION

- Business Valuation Multiples OLD vs. NEW
- Different Business Model
- Change in Behavior
- Possibly / Probably New Sellers
- New Compensation Plans

MAKE INVESTMENTS

Develop a Realistic Model
(Use the Cardinal Points MRR Tool)

- People
- Process
- Systems
- Marketing
- Education



HAVE REALISTIC EXPECTATIONS

- Understand your Marketplace
- Know your Core Competencies
- Build your Brand
- Know your Capacity
- Build a Solid Plan
- Train your People
- Hire the Right Personnel
- Manage the Risks
- Compensate Correctly

FOCUS ON A PLAN

- Be True to Yourself
- Establish Clear Goals
- Build a Solid Plan
- Outline Your Priorities
- Establish and Celebrate Your Successes

