

MKC CASE STUDY



TAYLORWORKS
Legal, Medical & Business I.T.



Client Overview:

TaylorWorks: A Florida jewel, TaylorWorks extends exceptional IT support to SMBs and mid-market companies, notably in the legal and medical sectors. Their expansive offering includes essential services, a stellar Helpdesk, top-tier cybersecurity tools like Blackpoint and Barracuda, and the game-changing 'TaylorWorks Mission Control'. Their local-centric approach and commitment to delivering unparalleled tech support set them apart.

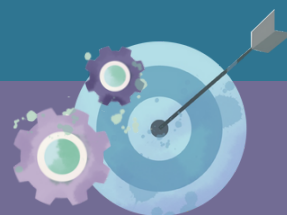
Discovering MKC:



The journey started when Megan, the mastermind behind MKC, reached out to Tim Taylor on LinkedIn. Reminiscing their earlier collaboration in 2015, Tim knew Megan was a game-changer. With a stagnant sales traction since Megan's departure, the decision to re-engage was a no-brainer.

Tim recalls, "Megan had already showcased her prowess back in 2015. Fast forward to today, and she's the 'Chief Consultant' for a reason. Her expertise, especially with the EOS model we operate on, was what set her apart. Megan doesn't just sell; she understands, strategizes, and delivers."

The Challenge: Navigating the MSP Landscape with EOS



TaylorWorks exuded leadership qualities, poised to dominate the MSP space. However, despite having the tools and the drive, they found their growth stifled. Committed to the EOS model, they identified their "rock": achieving 8 first-time monthly meetings. Yet, they consistently found themselves lagging, stuck at a mere 1-2. Referrals offered some respite, but the agencies they had poured resources into failed to deliver on their promise.

The evolving MSP arena posed fresh challenges:

Intensified competition, fueled especially by the soaring demand in sectors like medical and legal.

Today's clients embarking on rigorous online vetting before initiating contact.

The pressing need for pointed, custom-tailored messaging to effectively convey their diverse services.

The rapidly shifting sands of the digital marketing world.

Ensuring marketing efforts seamlessly integrated with TaylorWorks' aggressive growth objectives.

In this intricate puzzle, the missing piece was a partner who grasped these intricacies and held the key to success in the MSP universe.

Why MKC Stood Out:

What separated MKC from the rest was not just their strategic offerings, but their alignment with TaylorWorks' core philosophy. Megan's adeptness with the EOS model made her a natural fit, ensuring that strategies didn't just chase numbers but harmonized with TaylorWorks' operational soul. Instead of a one-size-fits-all approach, MKC's consultative demeanor came to the fore. They initiated with a phased solution, understanding TaylorWorks' pulse, and crafting solutions that catered to immediate pain points. The results spoke for themselves; within a month, there was a tangible shift in meetings and engagement.



Implementation & The MKC Difference:

Diving deep into TaylorWorks' ethos, particularly their focus on the medical and legal industries, MKC showcased its prowess. Introducing tools like GlassHive brought tangible benefits to TaylorWorks' sales team.



Outcomes that Matter:

100% Boost in first-time meetings.

A 3X Jump in vendor engagement and delivery.

Crystal-clear insights and real-time adaptability.

Navigating market shifts with agility.

Tim Taylor's Verdict:

"Megan and her team at MKC are more than just solution providers. They are strategic allies in our journey. Our collaboration has not only amplified our reach but has redefined what it means to align strategy with core business goals."



On the Horizon:

With shared visions and goals, the TaylorWorks-MKC alliance is poised for unprecedented success.



Recommendation:

For MSP owners seeking to make their mark, TaylorWorks has a message for you—MKC delivers not just promises, but RESULTS. If you're ready to dominate your sector, it's time to partner with the best in the business. It's time for [MKC.Contact](https://mkcagency.com/contact/) MKC Agency at:

407-706-4700

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