

MKC Agency MSP Success Statistics



All numbers are based on our MSP clients. Our cold data is based on us calling targets we source from Apollo.io based on the parameters of the client's ICP (Ideal Client Profile)



80%

On average MSP Owners close about 80% of referral and inbound opportunities.

25%

On average those same owners close 25% of outbound opportunities.

6 weeks-3 months

On average inbound/referral opportunities take 6 weeks - 3 months to close.

2-9 Months

On average outbound opportunities take 2-9 months to close.

11

When calling cold it takes an average of 11 touchpoints to schedule a first-time meeting.

2/100

Only 2/100 cold dials result in a conversation with a decision-maker.

90%

90% of prospects (decision makers) never pick up our cold calls.

60%

60% never see the emails we send them.

95%

95% never reply to our emails.

Many of our clients start in a Fractional SDR plan or SDRaaS plan, which is where most of our cold data comes from. While some of those plans DO have guarantees, they're low. SDRaaS (junior, 10 hours) starts at \$1850/mo not including CRM, email, phone # (which are required for us to work). In that plan we guarantee 2 meetings (while most our competitors guarantee nothing). Our initial term is 6 months, and onboarding ranges from \$1000-10,000. So the average investment is 19,500. On average, we deliver 10 qualified appointments in that time, but the guarantee is only 2.* It's worth noting that clients who continue with us usually see 4 meetings/mo consistently after the initial 6-month engagement.

“So... what's the point?”

- Warm prospects are 4-5 times more likely to engage
- Average response rates from warm leads are 50-60%
- Conversion rates on warm leads are roughly 15% (compared to only 1-2% on cold leads)

“You’re saying a lot of words, what’s the bottom line”



Here are the things that help:

- **Assigning a “thought leader” internally and getting them regularly posting on LinkedIn**
Recommend: 200 connection requests/week at least 3 posts/week. At least 1 video/week. At least 1 poll/mo. (send that poll to your relevant connections). Send us your LinkedIn connections to work and keep us apprised of engagement.
- **Join a local chamber or a niche networking group**
Recommend: ALA, ACHA are great for those targeting medical and legal. Give us access to your membership lists and create a special offer and landing page just for them!
- **Speak at events**
Recommend: lunch & learns, webinars and local speaking opportunities in your niche. Send us the list of attendees.
- **Create a referral program**
Recommend: Circulate form to all clients. Call and email the happiest ones - offer \$100 donation to charity of choice in their name for a referral.
- **Build review reputation**
Recommend: solid GMB profile, Clutch.co, CloudTango. Use the same form from above to target who to ask for reviews. Usually, 5-10 reviews can get you on the “Top MSP” list in your region (and then you can create PR around that)
- **Have a plan to nurture leads that doesn’t rely just on your SDR**
Recommend: GlassHive or HubSpot to have email campaigns that tell your SDR when a lead is ready to be reached out
- **Do community outreach**
Recommend: your SDR can map your commute and call into those businesses asking if you can just stop by and introduce yourself. Drop off donuts, offer something for free, and just be friendly. Then have your SDR call back to follow up later based on your interaction.

“You’re saying a lot of words, what’s the bottom line”

Without your enablement to create warm leads whether it’s through MKC, another agency, or in-house you’re looking at an average of 13 months to break even on an initial 6-month investment. Clients who have collaborated effectively with us (ex: JK Tech)** see ROI within 2-3 months and the average revenue added is \$675,000 in 12 months.

*To qualify for our guarantees, clients must provide everything outlined in our Roadmap to Success bit.ly/roadmap-to-success-list

For anybody who doesn’t want to do the math that means the average client closes 2 deals from our initial engagement. Our clients have an average deal size of \$2500 MRR and a profit margin of 30%. Meaning it takes 13 months to break even on the initial investment

** Checkout the JK Tech Case Study on our portfolio page mkcagency.com/portfolio/