



# A Practical Guide to Data-Driven Sales

Australian MSPs are renowned for their technical prowess, yet many **struggle with the sales side** of the business. The good news? You don't need to be a slick salesperson to grow revenue – not when you have **hard data** doing the talking for you.

In this guide we will be using one of our Vendors Lansweeper as the main software solution to deliver this methodology.

Lansweeper, is a network and asset discovery tool, that can become your secret sales weapon by exposing exactly what a client's IT, OT and IoT environment has (and **what it's missing**). With that insight, you can confidently pitch solutions that **fill real gaps**. This e-book is a hands-on guide for MSP decision-makers, focusing on two key opportunities to leverage Lansweeper data in sales conversations:



### Winning New Customers (Customer Acquisition)

Using a **free IT Health Check** as a “Trojan horse” to get in the door and impress prospects with data-driven insights.



### Expanding Business with Existing Customers (Cross-Sell & Up-Sell)

Continuously scanning client environments to spot new needs (upgrades, security improvements, etc.) and proactively offering solutions.

We'll cover actionable steps, real-world scenarios, and tips to turn technical findings into business wins.

Let's dive in.

## Part 1.

# Using Lansweeper for Customer Acquisition – The Free IT Health Check (Your Trojan Horse)

For MSPs, **landing a new client** often involves long discovery meetings and guesswork. But **what if you could skip straight to the answers?** By offering a **complimentary IT Health Check** powered by Lansweeper, you provide value upfront and gain full visibility into the prospect's environment within hours. Instead of a traditional sales pitch, this approach uses a data-first conversation: you show the prospect concrete findings about their network, then propose fixes. It's a proven way to **accelerate the sales cycle** and build trust from the first meeting.

## Step 1: Initial Meeting – Offer a Free IT Health Check

Lead with value, not a sales pitch. In the first meeting, propose a no-obligation IT Health Check of the prospect's environment. Frame it as a free comprehensive audit of their IT, OT, and IoT assets. Because it costs them nothing and promises insights they likely don't have, most prospects are happy to proceed. This is your "Trojan horse" – once they agree, you deploy Lansweeper in their network to start gathering data. Within a short time, Lansweeper discovers every device, software installation, cloud instance, and more.



## Step 2: Assessment Results – Reveal Hidden Risks and Opportunities

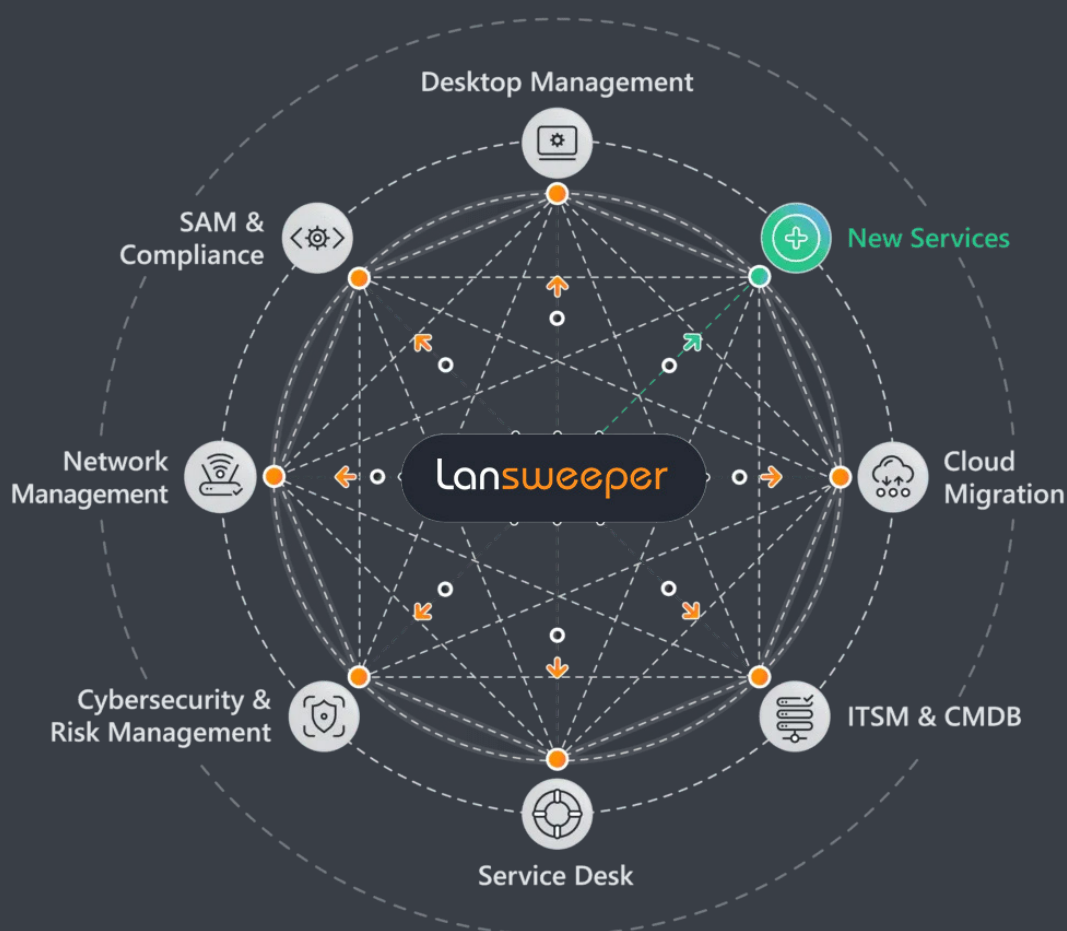
Show, don't tell. After scanning, prepare a straightforward report of findings. Lansweeper is built around its comprehensive reporting capabilities so this should not take too long at all. In the follow-up meeting, walk the prospect through their own IT landscape – revealed by your health check. Every device, every outdated OS, every unpatched vulnerability is laid bare.

For example, you might show that 15% of their PCs haven't had a security patch in over 6 months, or that they have dozens of "shadow IT" software installations they weren't aware of. These evidence-based insights immediately grab attention. Instead of the usual sales fluff, you're providing hard evidence of issues and gaps. This not only highlights areas of concern but also builds trust ("this MSP really did their homework") and differentiates you from any incumbent provider who failed to surface these issues.

### Step 3: Solution Proposal – Turn Findings into Tailored Services

With the pain points clearly identified, align your proposed solutions to each one. Because the need is obvious, it feels less like selling and more like solving. For instance, if the audit found aging servers nearing end-of-life and ending software licenses, you can propose a hardware refresh project bundled with a licence renewal. If you uncovered unprotected endpoints and unsecured IoT devices, you recommend a managed security package (MDR/XDR, backup, etc.) to mitigate those risks. Emphasise timing – e.g. “Your server warranty expires in 3 months; we can replace it before it fails.” Thanks to Lansweeper, your proposal practically writes itself with data-backed justification for every line item. Prospects are far more receptive when each recommendation is backed by their own data.

The result: faster buy-in and often a shorter sales cycle, since you’ve made the value and urgency crystal clear.



# Why This Works



## Immediate Credibility

By giving away a detailed IT assessment upfront, you demonstrate expertise before asking for anything. The prospect learns something valuable about their environment (e.g. “10 servers are past end-of-support” or “we have IoT sensors on the network without encryption”). This free value builds goodwill and positions you as a knowledgeable, transparent partner rather than a pushy salesperson.



## Data-Driven Urgency

The Lansweeper scan often uncovers issues the prospect didn’t know about – legacy systems, security gaps, or inefficiencies. Seeing these in black and white creates urgency. For example, if they learn 25% of their software licences are expired or their backup hasn’t run successfully in months, it’s a natural trigger to act. You’re able to point out specific problems (and the associated business risk or cost), making your subsequent offer to fix them feel timely and necessary, not opportunistic.



## Differentiate from Competitors

If the prospect already has an MSP or is talking to others, this approach sets you apart. “Here’s what we found in your IT environment, and here’s how we can help” is far more compelling than vague promises. It implicitly asks, why didn’t your current provider tell you this? In fact, showing gaps that an incumbent MSP missed is often how new providers displace the old – the client realises they’ve been flying blind in areas that matter. You come off as the more proactive and competent choice.



## Faster Proposals, Shorter Sales Cycle

With Lansweeper’s comprehensive discovery, you can generate an accurate proposal after just one meeting, rather than after weeks of back-and-forth. All the information needed to scope projects or managed services is already gathered. MSPs report that using such asset data can cut proposal times dramatically – what used to take a month of discovery might take a day or two now. A faster proposal means less time for prospect interest to fade or for competitors to swoop in. In many cases, deals that might have dragged out are closed in a matter of days because the client sees a clear path from problem to solution.

# What to Include in the IT Health Check

During the free assessment, be sure to collect and analyse key data points that naturally lead to sales opportunities. Lansweeper's scan will give you a trove of information – your job is to filter and highlight the insights that matter most to the prospect's business. Here's what to focus on:

- **Complete Asset Inventory:** Document every IT, OT, and IoT asset discovered – servers, PCs, networking gear, printers, surveillance cameras, manufacturing sensors, etc. Note any surprises (e.g. rogue devices or shadow IT systems). A comprehensive inventory often reveals missing elements in their current management. For instance, "We found 5 network devices that aren't under any support contract" can segue into offering to bring those under management. It also ensures your subsequent proposals account for everything (no "unknown" devices to cause project scope creep).
- **Hardware/Software Lifecycle Status:** Highlight any end-of-life or out-of-support hardware and software. These are low-hanging fruit for project work because they must be addressed. E.g., "Your Windows Server 2012 R2 reached end-of-support – this is a security risk. We recommend planning an upgrade in the next 3 months." Similarly, identify upcoming warranty expirations or expiring licenses (like Microsoft 365 seats or anti-virus subscriptions due for renewal). This provides a natural timeline for the prospect to engage your services: replace or renew before you hit those dates. Lifecycle awareness = timely offers, preventing last-minute scrambles or downtime.
- **Security Posture and Risks:** Use Lansweeper's data to assess basic security hygiene:
  - Devices missing critical patches or running antiquated OS versions (e.g. Windows 7 machines still in production).
  - Endpoints lacking endpoint protection (no EDR/antivirus on certain PCs) or misconfigured security (firewalls off, open ports).
  - IoT/OT devices on the network that have no encryption or authentication (common in older industrial systems).
  - Weak points between IT and OT networks (e.g. an OT sensor on the same subnet as corporate PCs – a potential attack pathway).





These findings directly support conversations about managed security services. For example, showing “15 devices have no endpoint protection and 7 haven’t been patched in over a year” is a perfect setup to discuss an MDR/XDR service or a patch management service you can provide.

The goal is to make security recommendations tangible: not “you could improve security,” but *“these specific devices need protection – and we have a service for that.”*

- **Usage and Performance Insights:** Look at how the client’s IT resources are being used:
  - **Cloud consumption** – maybe their Azure expenses have been climbing 20% month-on-month, or they have multiple cloud accounts (Azure, AWS, etc.) with overlapping services. That could mean they’re a candidate for a cloud cost optimisation or multi-cloud management service.
  - **License utilisation** – identify any under-utilised software licenses (e.g. 50 VPN licenses purchased but only 10 active users). This can indicate they’re paying for tools they aren’t fully using. An upsell here could actually be a cost-saving advisory: propose to optimise or right-size their licensing, or offer training to increase adoption of under-used tools.
  - **Network and OT/IoT data patterns** – for example, if Lansweeper shows an OT device frequently saturating network bandwidth or sending a lot of data into the IT network, that might signal a need for better network segmentation or monitoring. You might suggest a network assessment project or new managed network equipment to handle the load.
- **Compliance Gaps:** If the prospect operates in regulated spaces or follows best-practice frameworks (common in Australia: Essential Eight, ISO 27001, etc.), check their settings against these benchmarks. Lansweeper data can reveal, for instance, that “multi-factor authentication is not enabled for 30% of user accounts” or “data retention policies are not in place on certain systems.” Map these findings to known standards. One example relevant to Australian SMBs is SMB1001, a cybersecurity baseline for small businesses. If you find missing controls that SMB1001 or Essential Eight would require (like no daily backups, or lack of an application allowlist), you can pitch services to close those gaps. This positions you not just as fixing IT issues, but as a partner to keep them compliant and audit-ready. Often, this leads to projects around policies, advanced security controls, or compliance tooling – areas many SMBs struggle with internally.

Remember, the aim of the health check is to educate and inform the prospect about their own environment. The data you gather feeds a consultative sales approach: you’re not selling products, you’re selling solutions to clearly identified problems. By the end of this process, even if the prospect doesn’t sign a contract on the spot, they will have gained valuable knowledge (and likely a bit of healthy concern) about their IT state. That makes them far more likely to engage you when they’re ready to act – and in the meantime, you’ve left a fantastic impression.

## Part 1.

# Using Lansweeper for Cross-Sell & Up-Sell with Existing Clients

Landing a new client is just the beginning. The real growth for MSPs comes from expanding the scope of services you provide to each customer over time. Here's where Lansweeper truly shines as a sales enablement tool for your current customer base. Since Lansweeper continuously inventories and monitors assets, it's like having a live radar for opportunities in each client's environment. You don't have to wait for the client to call with a request or a problem – you can proactively identify needs and propose solutions. This approach deepens your role from just an IT supplier to a trusted advisor looking out for their business.

## Let's break down why Lansweeper-driven visibility directly translates to more (and happier) business with existing customers:



**Complete Visibility**  
=  
**Relevant Offers**

Know exactly what they have (and don't have). Lansweeper gives you a full inventory of the client's technology landscape at all times. This means you can spot what's missing or under-utilised and align your upsell to those specific gaps. No more pitching random add-ons - every recommendation is grounded in their actual setup.

Never miss an upgrade window. By tracking hardware and software lifecycles, you know well in advance when something is approaching end-of-life. That knowledge lets you leverage Lansweeper's reporting capabilities to propose renewals, refresh projects, or new solutions at exactly the right time - before the customer experiences failure or forced downtime.



**Lifecycle Insights**  
=  
**Timely Upgrades**



**Risk Detection**  
=  
**Security Sales**

Find vulnerabilities, sell protection. The continuous scans might reveal newly connected unprotected devices, configuration drift, or compliance deviations. Each risk you identify (e.g. an unencrypted IoT sensor or a lapse in patching) is a natural segue into managed security, backup, or compliance services you can offer to mitigate those risks.

Follow the data to new opportunities. Lansweeper can uncover patterns like surging cloud usage, low license utilisation, or performance bottlenecks. These insights point to upsell paths - heavy cloud use might mean a case for a cloud management service, while under-used software could spark a conversation about user training or consolidating licenses.



**Usage Trends**  
=  
**Expansion Plays**

In practice, these advantages enable you to anticipate the client's needs and address them proactively. Below, we'll explore specific types of Lansweeper-derived data and how each can map to a sales opportunity. Think of this as mining the data for gold - you're looking for triggers that a client could benefit from an additional service or an upgraded solution.

# Data-Driven Cross-Sell Opportunities

Existing clients tend to trust you with more if you consistently demonstrate that you understand their environment and care about their business goals. By leveraging the following data types from Lansweeper, you can identify what to pitch, when to pitch it, and how to frame it in terms of client benefit.

## Common Lansweeper Insights and the Service Opportunities They Create:

| Insight Type                                                                                                                            | Example Trigger from Lansweeper Data                                                                                                                                                                                                         | Opportunity to Pitch (Cross-sell/Upsell Service)                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Asset Inventory Gaps<br>(Full environment map)    | Newly discovered devices not covered under any contract (e.g. a batch of IoT sensors appears on the network). Or detection of a system using a technology the MSP doesn't manage yet (e.g. Linux servers if you've been focused on Windows). | Offer to onboard & manage new assets. For example, propose an IoT device management solution or network monitoring for those sensors. Fill any management blind spots – "We noticed these devices aren't being monitored; we have a service to cover that." This upsell is simply extending your existing services to all technology they have.                                                                                   |
| <br>Security Posture<br>(Vulnerabilities & coverage) | Several PCs show antivirus out-of-date or absent, and multiple servers have critical patches missing. Lansweeper also flags devices with no endpoint detection/response (EDR) solution.                                                      | Managed Security Services. Present a plan to shore up their defenses: e.g. a fully managed AV/EDR rollout to all endpoints, plus a monthly patch management service. Since you can pinpoint exactly which devices are at risk, you can quantify the need ("X devices at risk") and deliver a targeted security package. The conversation shifts from "do you want security?" to "you have these security gaps – we can fix them." |

| Insight Type                                                                                                                                  | Example Trigger from Lansweeper Data                                                                                                                                                                                                     | Opportunity to Pitch (Cross-sell/Upsell Service)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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|  <p>Lifecycle Warnings<br/>(End-of-life / expiring soon)</p> | <p>~30% of the client's PCs are running an OS that hits end-of-support next year. Several VMware hosts will go off warranty in 6 months. Software-wise, their email server license expires next quarter.</p>                             | <p>Upgrade &amp; Refresh Projects. Proactively schedule hardware refreshes and software upgrades. For instance, propose a phased PC refresh project to replace the aging computers with modern devices, or a migration to Microsoft 365 if their email server is expiring. Use Lansweeper's lifecycle data to create a roadmap (e.g. "Q4: replace old PCs; Q1 next year: renew VM host support or move to cloud"). Clients appreciate the foresight, and you secure project</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|  <p>Usage &amp; Performance<br/>(Trends and anomalies)</p>   | <p>The client's cloud usage report shows a steady increase in Azure costs, or perhaps frequent spikes at month-end. Additionally, 20% of their paid Microsoft 365 licenses haven't been assigned to users (shelfware). Network scans</p> | <p><b>Optimisation &amp; Expansion Services.</b> There are a few angles here:- Cloud Cost Optimisation: If Azure/AWS spend is growing unchecked, offer a cost review and optimisation project – possibly leveraging cloud management tools or moving workloads to more cost-effective plans.- License Management or Training: If licenses are under-used, you have two choices – help them downsize to save money (building trust and consulting revenue), or upsell a user training/adoption service to make the most of what they have (e.g. SharePoint training if they're not utilising their Microsoft 365 fully). Either way, you're the hero looking out for their budget.- Network/Infrastructure Upgrades: A saturated network link or an overtaxed firewall could justify upselling higher-capacity equipment or a new solution like an SD-WAN service. The key is you have data to show why the upgrade is needed ("your office internet link is maxed out 8 hours a day, affecting productivity"). In all cases, you're backing your recommendations with usage data – a very persuasive approach.</p> |

| Insight Type                                                                                                                                     | Example Trigger from Lansweeper Data                                                                                                                                                                                                                                                                                          | Opportunity to Pitch (Cross-sell/Upsell Service)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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|  <p>Compliance Gaps (Standards &amp; regulations readiness)</p> | <p>Using Lansweeper, you perform a compliance scan: the client's setup is missing several Essential Eight strategies (no application control, weak backups), and they don't align with the SMB1001 baseline for SMB cybersecurity. Perhaps audit logs aren't enabled on key systems, which is a gap for ISO27001 as well.</p> | <p>Compliance and Audit Services. Leverage these findings to upsell services that help the client meet formal standards. For instance, you could offer an "Essential Eight Hardening" project to implement missing security controls, or a continuous compliance monitoring service that periodically checks their systems against requirements. Frame it as helping them avoid penalties or breaches: e.g. "By addressing these gaps, you'll align with the SMB1001 security standard – which means less risk of incidents and smoother compliance audits." This not only generates project revenue but can also lead to ongoing governance services (policy reviews, audit prep sessions) from you.</p> |
|  <p>Performance Bottlenecks (Reliability issues)</p>          | <p>Lansweeper data shows a file server with high disk usage (90%+ capacity) and frequent CPU spikes, or perhaps an aging switch that's dropping packets. Users haven't complained yet, but the data suggests a future problem.</p>                                                                                            | <p>Preventative Upgrades &amp; New Solutions. Proactively propose to address the bottleneck: maybe upgrading the file server storage or moving them to a cloud file service, and replacing the old switch with a modern, high-throughput model. You could bundle this with a performance monitoring service to continuously watch for similar issues. Selling this is easier when you can say "If we don't expand your storage, you'll run out in 2 months based on current growth; we recommend acting now to prevent any downtime." Clients see you're preventing fires, not just putting them out – which often justifies the spend.</p>                                                               |

*Table: How Lansweeper insights translate into cross-sell/upsell opportunities*

Each data point is a conversation starter that leads naturally into a service you provide. By organising findings this way, you can systematically review each client's data and generate a list of potential improvements to discuss at your next meeting or QBR.

# Proactive Workflow: Turning Data into Sales Conversations

To fully realise this approach, it should become an ongoing part of your account management process. Here are some best practices to operationalise Lansweeper for continuous upselling and cross-selling:



## Schedule Regular Environment Reviews:

Treat Lansweeper scans as a routine health check for your clients (monthly or quarterly). Set aside time to review the latest data before any Quarterly Business Review (QBR) or account meeting. Look for any changes since the last scan – new devices, drift in compliance, rising resource usage, etc. Over time, you'll notice trends (e.g. steadily increasing cloud VMs) that signal when to introduce a new service. Consistency is key; clients' environments evolve, and so will their needs.

## Align Recommendations with Business Goals:

When you identify a potential upsell, frame it in terms of a business outcome for the client. Segment your pitch into categories they care about: Cost Savings, Security Risk Reduction, Productivity Gains, Compliance Assurance. For example, instead of saying "we can sell you more storage," say "to ensure your team doesn't experience downtime or slowdowns (Productivity), we recommend expanding storage capacity." This way, each upsell/cross-sell feels like a tailored improvement plan rather than a sales tactic. It helps to use the client's own data to underline the point – e.g. *"Your storage is at 90% capacity, which threatens performance; expanding now prevents a productivity hit."*

## Use QBRs as Pitch Opportunities (Softly):

QBRs shouldn't just be status updates; they're prime time to propose new ideas. Introduce findings from Lansweeper as agenda items: "Review of IT Assets & Risks this Quarter." Walk through a few key insights (not a deluge of technical stats, just the highlights). For each, discuss potential mitigations or enhancements, which conveniently are services you offer. By positioning it as recommendations in a QBR, it's consultative. You're essentially pre-selling in a low-pressure way. Clients will often ask you for a quote or more info on the spot if they see a clear benefit. This way, sales originate from strategic planning discussions, not cold calls.

## Personalise Client Communications:

Beyond meetings, use what you know to tailor your ongoing touchpoints. If one client's data shows a large number of unencrypted laptops, you might send them a newsletter blurb about "The Importance of Encryption for SMBs" – and mention your Disk Encryption service. Another client heavy on cloud usage might get an invite to a webinar on cloud cost management. This targeted education keeps the client aware of issues relevant to them (thanks to Lansweeper data) and gently nudges them toward your solutions. It's far more effective than generic marketing because it speaks to known issues in their world.

## Train Your Team to Spot Opportunities:

Ensure that your technical team and service desk also understand the Lansweeper reports and know the signs of an upsell lead. They are often the first to see alerts or data (e.g. a device hits warranty expiry). Encourage a culture where, say, an engineer who notices "Server X is out of support" flags it and perhaps even suggests the appropriate service to the account manager. Lansweeper might integrate into your PSA or dashboards – configure alerts for key events (like a new device appears, or critical patch missing on many machines) and have those alerts trigger an internal review: Is there a service we should propose as a result? Over time, this becomes a smooth, almost automated pipeline of value-add proposals.



# Real-World Scenario: Upsell in Action

To illustrate, imagine XYZ Tech, an MSP in Brisbane, has a long-time client in the manufacturing sector. Through Lansweeper, XYZ Tech discovers the client's factory has added a bunch of networked sensors and controllers (OT devices) that weren't there a quarter ago. The scan also shows these devices run outdated firmware and communicate with the corporate network without segmentation. This is a ticking time bomb from a security standpoint.

In the next QBR, XYZ Tech presents this finding: *"We identified 20 new factory devices on your network, which currently lack modern security controls. This opens up potential vulnerabilities."* They then propose a solution: a segmentation and security monitoring project for the OT network, coupled with a managed update service for the devices' firmware. They highlight how this will protect production uptime (a business outcome) by reducing the risk of malware spreading from IT to OT or vice versa. The client, realizing the importance, agrees – resulting in a significant upsell project for XYZ Tech, and a safer setup for the customer.



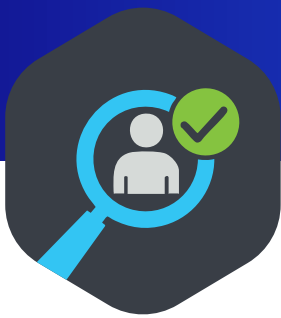
This is just one example; similar stories play out for compliance (e.g. an upsell to help implement multi-factor authentication after data shows it's off on many accounts) or for lifecycle (convincing a client to refresh all their Windows 10 machines to Windows 11 before Windows 10 support ends). In each case, the pattern is the same:

**Lansweeper finds something → MSP translates it into a business issue → MSP offers a fix.**

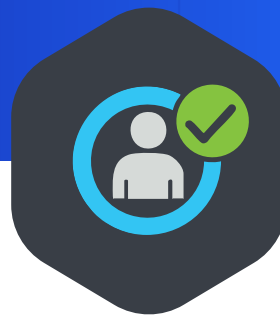
# Conclusion: From Technical Insight to Business Growth

For technically-oriented MSP leaders, selling doesn't have to be a chore or an enigma. With Lansweeper's data in hand, the numbers and facts tell the story for you. Whether you're trying to win a new client or expand an existing one, the key is to leverage that rich IT asset data to demonstrate needs and drive the conversation.

By adopting a data-driven sales approach:



New prospects see immediate value in your very first engagement, making them far more likely to choose you over other providers. You're not asking them to take a leap of faith – you've shown you can diagnose and improve their situation from day one.



Existing clients receive continuous, proactive care. Rather than the classic MSP dilemma of "out of sight, out of mind" after onboarding, you stay relevant by regularly bringing improvement ideas to the table. This not only yields new sales, but also strengthens client loyalty – they feel you are truly partnering in their success, not just maintaining the status quo.

In the Australian MSP context, where frameworks like Essential Eight or SMB1001 are increasingly on the radar, using Lansweeper to map clients against these standards turns compliance from a headache into an opportunity. You become the go-to expert who can navigate them through ever-evolving requirements, backed up by visible data and reports. Finally, remember the overarching principle: selling services is ultimately about solving problems. Lansweeper helps you see the problems clearly. The rest is simply communicating those findings and confidently offering the solution. No high-pressure tactics, no abstract pitches – just practical, evidence-backed advice. This not only drives revenue but also builds trust and a reputation for excellence.

By making Lansweeper an integral part of your sales playbook, you transform from a reactive, technically-focused MSP into a proactive, insight-driven business partner.



Clients will come to value your meetings and reports, knowing each time you're likely to unveil something important and have a plan to address it. And as they value you more, they will invest more in the services you recommend.

In short: let the data do the selling. Armed with comprehensive visibility and the strategies outlined in this guide, you can confidently grow your MSP business – not by selling harder, but by selling smarter. Here's to turning all that IT data into win-win outcomes for you and your clients!

If you need a demo to see Lansweeper in action simple reach out to [sales@leadercloud.com.au](mailto:sales@leadercloud.com.au) with your request.