



Bowman Williams

MSP

S A L A R Y G U I D E

Indispensable MSP Salary Statistics for
24 Mission Critical MSP Jobs

Table of Contents

| | |
|------------------------------------|--------|
| Accreditation | 2 |
| The State of MSP Staffing | 3 |
| Job Trends | 4 |
| About the Data | 5 |
| Interpreting the Data | 6, 7 |
| Tier 1 | |
| Position Description & Salary Data | 8 |
| Salary Data Graphs | 9 |
| Findings & Correlations | 10 |
| Tier 2 | |
| Position Description & Salary Data | 11 |
| Salary Data Graphs | 12 |
| Findings & Correlations | 13 |
| Tier 3 | |
| Position Description & Salary Data | 14 |
| Salary Data Graphs | 15 |
| Findings & Correlations | 16 |
| Service Delivery | |
| Position Description & Salary Data | 17 |
| Salary Data Graphs | 18 |
| Solutions & Sales | |
| Position Description & Salary Data | 19 |
| Salary Data Graphs | 20 |
| Findings & Correlations | 21, 22 |
| MSP Insights | 23 |

Accreditation

Embedded in the MSP industry since 2010, Bowman Williams is a trusted staffing partner for over 500 Managed Service Providers and twice ranked by Forbes as a top 200 U.S. Best Professional Staffing Firm. Bowman Williams has garnered a national reputation for being the staffing authority of the MSP industry. This unique vantage point has humbly afforded Bowman Williams the opportunity to work shoulder to shoulder with many of the MSP industry's most recognized and influential players.

As Seen In



The State of MSP Staffing

The following synopsis was gleaned by comparing the average statistical changes of Bowman Williams' key performance indicators (KPIs) tracked between the years of 2016, 2017, 2018 and up to June 2019. The trends were observed using comparative analysis across three unique KPI variables and yielded results characterizing a relentlessly competitive, candidate-driven and consistently lightning-quick job market.

The following two KPIs stayed virtually the same between January 2016 and June 2019 and only fluctuated by 1% year-over-year during the three-and-a-half-year span staffing for 500+ MSPs.

The average number of MSP resumes an MSP employer would receive from Bowman Williams before making a successful hire stayed between 5.6 and 5.7 resumes every year between 2016 and 2019. The average number of unique MSP Professionals an MSP employer would interview from Bowman Williams before making a successful hire was 3.9 every year between 2016 and 2019 (again, this does not include multiple rounds of interviews for each unique MSP Professional, just the number of unique MSP Professionals that interviewed at least once).

The astonishing consistency of those two key performance indicators suggests that the rate of MSP-experienced candidates hitting the MSP job market in 2016 is comparable to the rate it is today, with MSPs continuing to jockey for talent by interviewing almost the exact same number of MSP candidates in 2016 as in 2019 before making a hire.

Keeping in mind the data suggests MSPs were interviewing an equivalent number of MSP candidates in 2016 as in 2019 before making a hire, the following variable indicated demand is increasing as MSPs are hiring faster and subsequently more frequently.

Between the years of 2016 and 2019, the following key performance indicator had an average decrease of 10.5% year-over-year since 2016: the average number of days it takes an MSP employer to make a hire decreased from 46 days in 2016 to 42 days in 2017, to 37 days in 2018, and between January 2019 to June 2019 the average number of days it takes an MSP to make a successful hire working with Bowman Williams has dropped down to 32 days.

The average number of days it takes an MSP to make a successful hire continues to decrease while the average number of interviews MSPs are conducting stays the same.

With SMBs continuing to increase spend on Managed Services, MSPs are responding accordingly by bolstering staff at a faster rate. And as the rate of new job openings increase, the number of available MSP candidates hitting the job market stays relatively static, thus characterizing the state of the MSP job market as increasingly competitive, candidate-driven and a good time to be an MSP candidate.



John Davenjay
Founder / CEO



Bowman Williams

Job Trends

The MSP job titles and skills gaining the greatest momentum across the U.S. are proactive client advisory or client liaison roles. These roles are aimed at furthering an MSP's transformation from reactive service delivery to a proactive managed service model, and in response to the ongoing evolution, MSP employers are placing an increased emphasis on mobilizing entirely new teams comprised of new skills.

Client advisory job functions are primarily proactive and therefore their functions align with the "hot" trend and common strategy of bridging the gap between reactive and proactive services. These roles empower MSPs to provide proactive alignment of technical standards across an entire client base, resulting in a reduced volume of future trouble tickets per endpoint and ultimately dampening noise from the reactive tickets that can cannibalize profit margins.

A typical Tier 2 Technician was the clear winner for most in demand position between the years of 2012 – 2015. But MSPs are no longer solely hiring Techs with modest communication skills to close reactive tickets. Rather, the uptick in skill demand is being seen on the other end of the spectrum, with MSPs assembling entire teams almost overnight comprised of proactive billable advisors or client liaisons. These roles are often characterized for possessing two key skill sets 1) confidence-inspiring communication skills that invoke trust and thought leadership as an effective liaison, and 2) a wide-ranging and adept proficiency managing SMB technology as an advisor. We've also even seen an increasing demand from large Managed Print Service Providers (MPS) around the country as they create new teams of liaisons and advisors that can function as the catalyst for bridging the gap between managed print services and traditional managed services.

Liaison roles often work "hands-on" and have manifested into job titles/roles such as the Consultative Field Tech or the increasingly popular TruMethods' version of the Network Admin.

Advisory roles are often more "high level" and have manifested into job titles such as Technical Account Manager (TAM), Client Managers or the increasingly popular Virtual CIO or Junior vCIO.

Different versions of the proactive advisor or liaison can be seen trending throughout the MSP industry at various levels of an organization. MSPs are creating new job titles, rendering new versions of old job titles and creating entirely new teams. But the following core job responsibilities synonymous with a proactive client advisor or liaison are the MSP's hottest trending skill sets, gaining the most popularity year-over-year between the years of 2016 – 2019:

Performing network assessments aimed at bringing a client's IT environment up to par with the MSP's standards, deploying corrective actions that keep a client's IT environment calibrated to the MSP's standards, IT roadmapping aimed at meeting a client's IT budget and strategy, and technology leadership that aligns a client's IT budget and strategy with the MSP's service offerings (including, uncovering unforeseen opportunity for Professional Services).



John Davenjay
Founder / CEO



Bowman Williams



About the Data

The Bowman Williams MSP Salary Guide features salary data gathered from 5,300+ Skype Interviews conducted and recorded with MSP Professionals across the United States.

Since 2010, Bowman Williams has exclusively staffed the U.S. IT Managed Service Provider (MSP) industry. As quick proof of concept, Bowman Williams is a permanent placement staffing partner for over 500 Managed Service Providers and was ranked #116 Best Professional Staffing Firms by Forbes in 2019.

The data found in the 2019 MSP Salary Guide was collected during Skype Interviews with MSP Professionals entering the job market. Skype Interviews were conducted by a Bowman Williams staffing professional.

The MSP Salary Guide reports salaries in ranges and the ranges represent national averages. The interview data we collected was recorded in Salesforce™ using a templated Interview Questionnaire. The salary data, scatter plots and box plots were generated using Tableau™ Software, a leading data visualization software company.

The salary data is organized by Min, Max, Average and Median and based on the Current Salary of the MSP Professionals at the time the Skype Interview was conducted. Bonuses, incentives and other forms of compensation were not taken into consideration – only an MSP Professional's base salary.

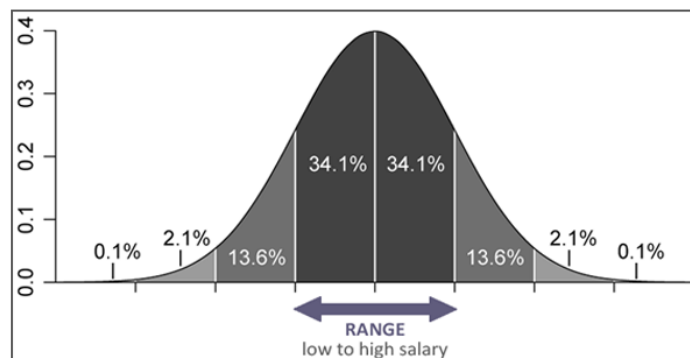
Interpreting the Data

The MSP Salary Guide presents salary data in three different diagrams. Each diagram is a different schematic representation of the data. That means, each diagram is representing a different snapshot of the same raw salary data. For example, the Salary Range in a Table Chart is calculated using standard deviation, while the Salary Range depicted in a Box-and-Whisker Plot is calculated by finding the true min and max values in an ordered data set.

Table Chart

The Table Chart presents easy to read numerical salary data ordered in columns and rows. The Table Graph shows the Average Salary, Median Salary and Salary Range of each position. The Median Salary is the middle salary figure when the data set is ordered from highest to lowest. The Salary Range is found by calculating the standard deviation of the data set. The standard deviation represents how spread out the salary data is from the average salary; specifically, which salary figures are 34.1% higher or lower than the average salary.

| MSP Profile | Range | Average | Median |
|---------------------------------|-------------------|----------|----------|
| Tier 2 (Remote) | \$49,506 - 74,203 | \$61,854 | \$60,000 |
| Tier 2 Team Lead/Supervisor | \$57,190 - 78,188 | \$67,689 | \$70,000 |
| Tier 2 w Cisco on CLI | \$49,851 - 77,845 | \$63,848 | \$60,000 |
| Tier 2 w Field Tech break/fix | \$47,280 - 70,529 | \$58,904 | \$60,000 |
| Tier 2 w Projects & Deployments | \$60,080 - 84,123 | \$72,101 | \$70,000 |



Interpreting the Data

Cont.

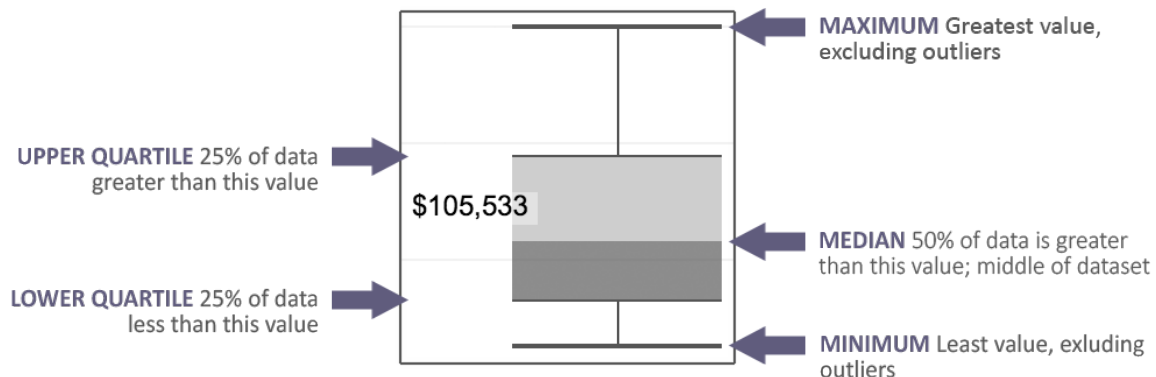
Box-and-Whisker Plots

Box-and-Whisker Plots, also called Boxplots, are visual representations of a set of datapoints ordered from highest to lowest. The Boxplot gives us a five-number summary, indicating the min, max, median and the upper and lower salary ranges for 25% of the salaries falling below and above the median number.

The median (not to be confused with the average, averages can be found in the Bubble Graphs), is the “middle” number of a sorted list of datapoints. It is the midpoint of a data set that is sorted highest to lowest.

The black line is the “whisker.” Each whisker indicates the spread. Each whisker indicates the highest salary and the lowest salary included in the data set, excluding outliers.

The four quadrants are the “boxes.” Each box represents a quartile (25%) of all the datapoints falling above or below the median salary. Each quartile indicates the min and max salary ranges for 25% of the datapoints falling above or below than the median salary range.



Bubble Graphs

Bubble Graphs are a visual comparison of multiple job titles displayed as circles (bubbles) in a two-dimensional plot. Each bubble simply represents the average salary of a position.



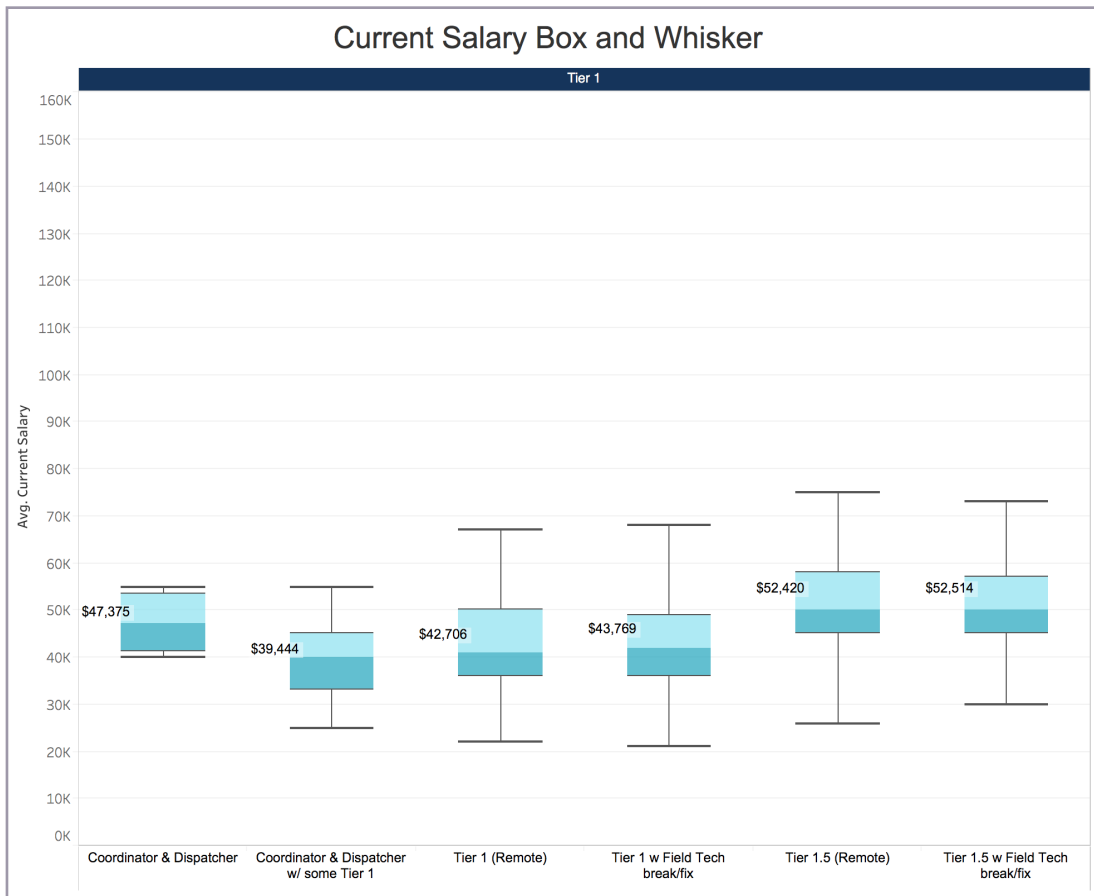
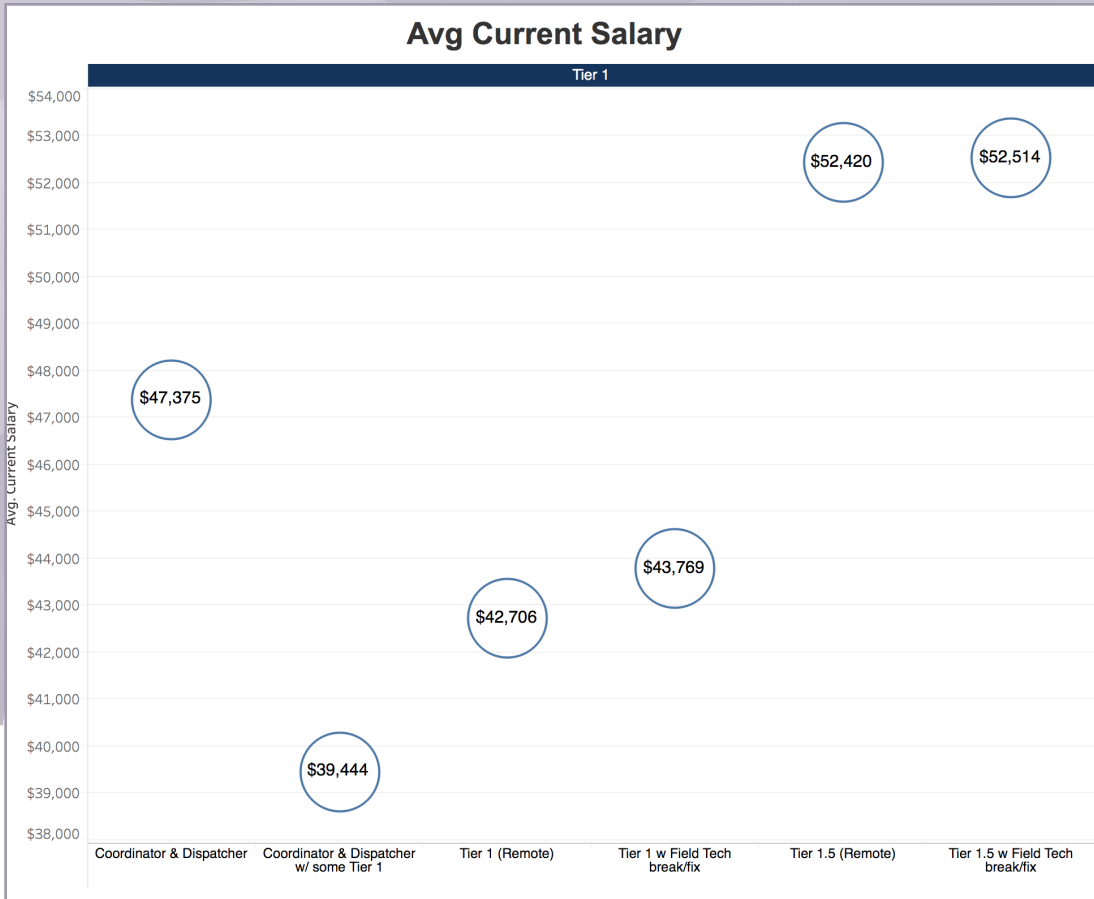
Tier 1

Managed IT Support

A Helpdesk Level 1 (also referred to as Service Desk Level 1) working for a Managed Service Provider can best be described as first-response, reactive support to basic end-user computer issues. Tier 1 Helpdesk Techs are typically working in a remote capacity, delivering technical support over the phone and/or via RMM, solving issues often only affecting one user.

Tier 1s are typically closing a high-volume of routed and filtered trouble tickets while interacting with a high-volume of end clients. Customer service skills and troubleshooting skills (or knowing when to escalate) are often vital proficiencies for being a “stellar” Tier 1 resource. Examples of Tier 1 technical issues can be password resets, printer issues, can’t access the internet, hardware configurations – minimal disruption issues that are often impacting only one user. Some Tier 1s will also be responsible allocating support activities such as coordinating/assigning trouble tickets, dispatching field technicians or procuring hardware. A Tier 1.5 will often be handling more server-related issues than a straight Tier 1 and Tier 1s and Tier 1.5s can also work in a Field capacity solving hardware issues on client sites.

| MSP Profile | Range | Average | Median |
|---|-------------------|----------|----------|
| Coordinator & Dispatcher | \$40,125 - 54,625 | \$47,375 | \$47,250 |
| Coordinator & Dispatcher w/ some Tier 1 | \$30,022 - 48,866 | \$39,444 | \$40,000 |
| Tier 1 (Remote) | \$33,532 - 51,879 | \$42,705 | \$41,000 |
| Tier 1 w Field Tech break/fix | \$32,139 - 55,398 | \$43,768 | \$42,000 |
| Tier 1.5 (Remote) | \$41,245 - 63,594 | \$52,420 | \$50,000 |
| Tier 1.5 w Field Tech break/fix | \$40,924 - 64,102 | \$52,513 | \$50,000 |



Tier 1

Findings & Correlations

The data overwhelmingly indicates that the statistical average mean (average) salary of a Tier 1 working in either a Remote or Field Tech capacity is consistent throughout the U.S., irrespective of an MSP's employee size or geographical proximity to a major city. Additionally, the “mean difference” or changes in **Tier 1 salary averages** between 2012 to 2019 has remained in stasis, varying by less than **\$1,000** over the seven and a half years we collected data. If you take the average salary of a Tier 1 Remote and a Tier 1 Field Tech and average those two salaries together, that **average salary is \$43,237**.

According to the data, the **average salary increase** an MSP Professional at the Tier 1 level can expect to receive when jumping from one MSP to another is less than **\$1,000** per year.

Statistically speaking then, a Tier 1 is more likely to advance from a Tier 1 compensation bracket to a Tier 2 compensation bracket while working for their current MSP employer, not when they leave for “greener pastures.”

Lastly, on the other side of the coin, the data indicated the second largest salary increase an MSP Professional at any Tiered level can expect to receive occurs when advancing from a Tier 1 compensation bracket to a Tier 2 compensation bracket. The **mean salary of all** the various Tier 1 profiles we recorded was **\$46,371**, compared to the mean salary of all the various Tier 2 profiles we recorded was \$64,879. The “mean difference” or **difference in salary averages between Tier 1s and Tier 2s was \$18,508**. This relatively large delta between these two average salaries could potentially afford a Tier 1 a **40% salary increase** when advancing to a Tier 2 job title.

That leap in compensation might be a contributing factor to the high turnover rate plaguing the MSP industry at the junior levels, with Tier 1s “jumping ship” each time they’ve acquired enough baseline experience to market themselves as a Tier 2...at least on paper.

The above data was recorded and gathered from conducting over 5,000 Skype Interviews with MSP Professionals, staffing over 500 MSPs and helping MSPs fill more than 2,400 MSP jobs.

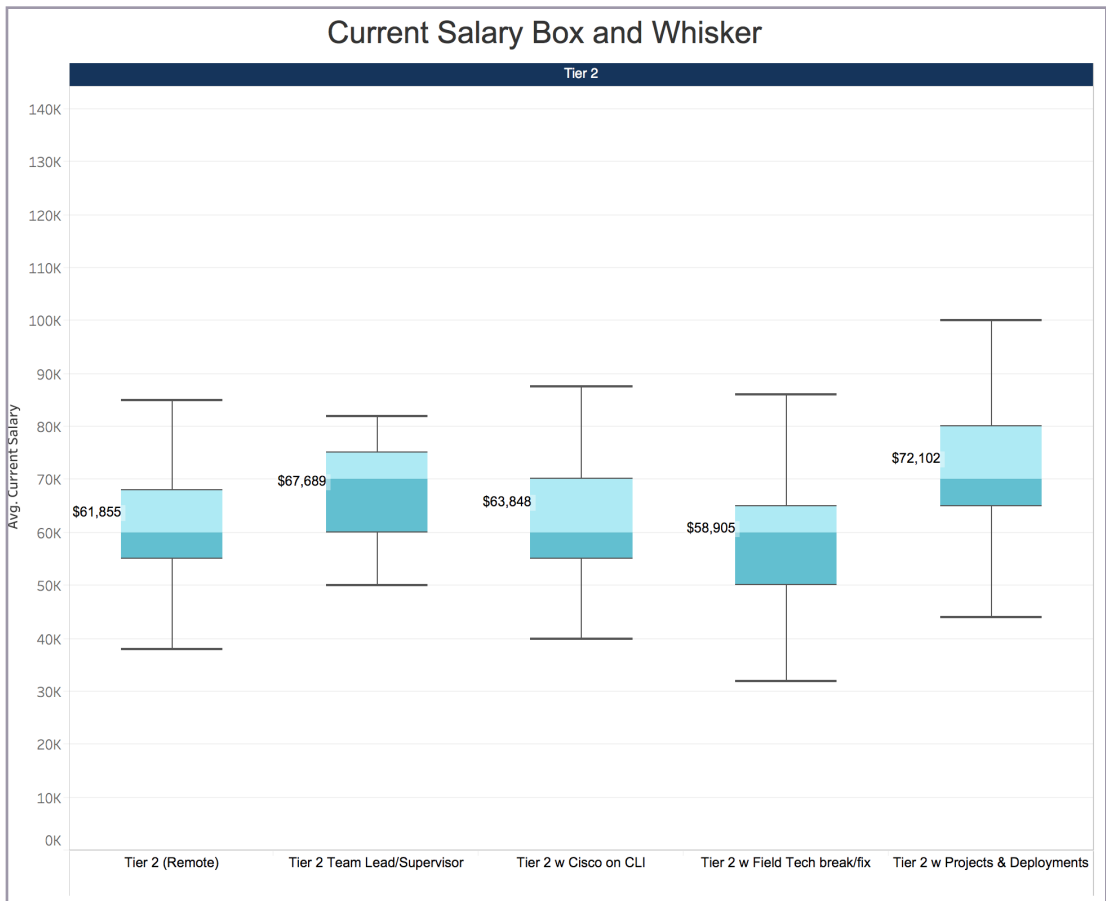
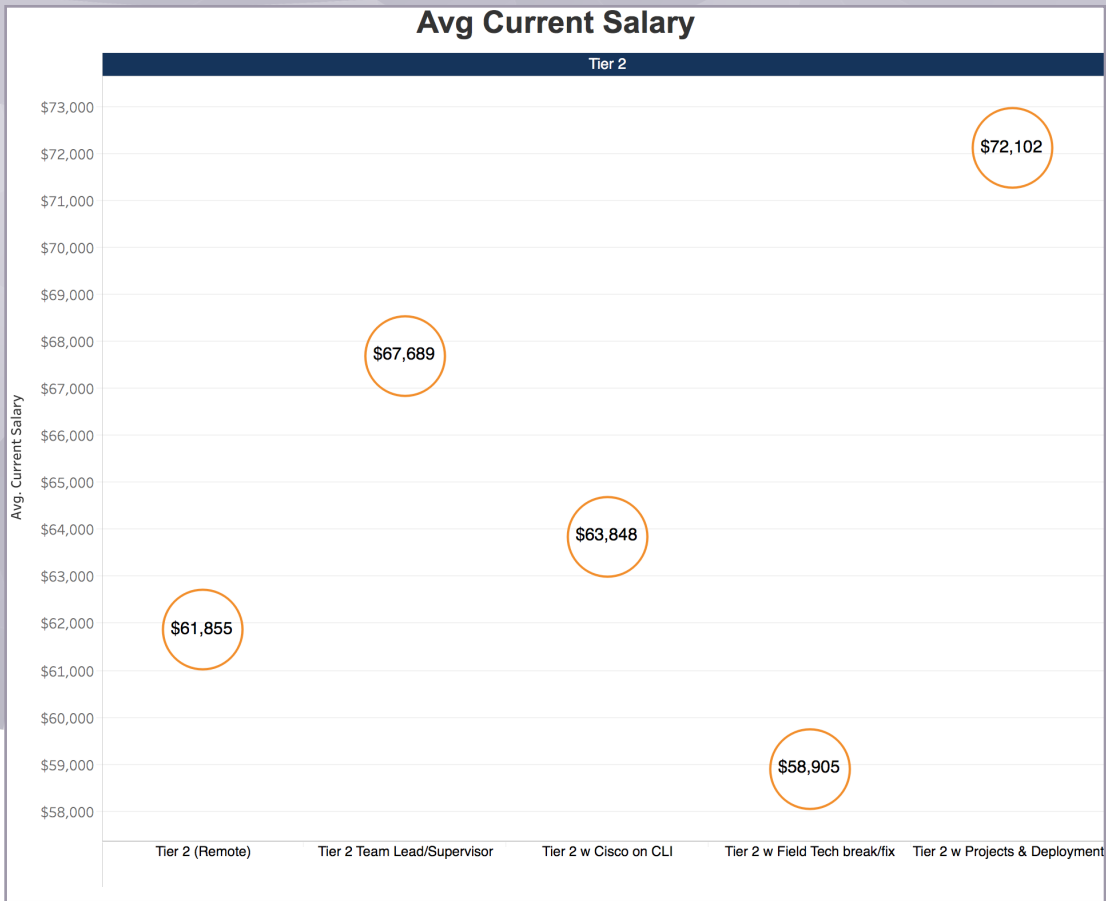
Tier 2

Managed IT Support

Tier 2s working for a Managed Service Provider are typically handling fewer but more advanced trouble tickets than Tier 1s. Tiers 2 are often fielding both more complex break/fix incidents end user issues in conjunction with system-wide configurations that require a deeper knowledge of servers, virtualization and networking.

Typically, Tier 2s have gained enough “reps” as a Tier 1 closing out the lower-level, end-user support tickets like password resets that they can now work in an autonomous capacity on client sites, providing deskside support or hardware related issues. An MSP will often consider a Tier 2 to be “stellar” when they can install easily confidence interacting with end users and their technical skills are reliable enough to juggle more complex end-user support issues in addition to performing light project-based work autonomous, i.e. deployments of O365 for a 20-person office by themselves.

| MSP Profile | Range | Average | Median |
|---------------------------------|-------------------|----------|----------|
| Tier 2 (Remote) | \$49,506 - 74,203 | \$61,854 | \$60,000 |
| Tier 2 Team Lead/Supervisor | \$57,190 - 78,188 | \$67,689 | \$70,000 |
| Tier 2 w Cisco on CLI | \$49,851 - 77,845 | \$63,848 | \$60,000 |
| Tier 2 w Field Tech break/fix | \$47,280 - 70,529 | \$58,904 | \$60,000 |
| Tier 2 w Projects & Deployments | \$60,080 - 84,123 | \$72,101 | \$70,000 |



Tier 2

Findings & Correlations

The data indicates that the ubiquitous MSP Tier 2 Technician is still the most frequently filled position AND the most in-demand skill set bolstering staff in the Managed Services industry across the U.S. since 2012.

In fact, according to the data we gathered, the **median salary of all the job offers** we helped facilitate between MSP Professionals and MSP employers between the years of 2015 to 2019, fell within a Tier 2 salary bracket. That median salary was **\$60,000**.

The data showed that the average salary earned by a Tier 2 working in a Field Tech capacity, primarily supporting hardware, was slightly less than the average salary earned by a Tier 2 working in a Remote capacity, primarily supporting backend infrastructure. The **average salary** of a **Tier 2 Remote Tech** was **higher** than a **Field Tech** by **\$2,950.21**.

However, the data also showed that the highest earning Tier 2 profile wasn't primarily working in a Remote capacity supporting backend infrastructure. On average, the **highest paid Tier 2s** were working in both a Field Tech AND Projects/Deployment capacity. The median and average salary of a Tier 2 working as a **Field Tech** and primarily performing **Projects/Deployments** was **\$70,000** and **\$72,102**, respectively, with the subsequent highest average earning Tier 2 profile being a Tier 2 working as a Team Lead/Supervisor, with a median and average salary of \$70,000 and \$67,689, respectively.

According to the Boxplot, Tiers 2s working in both a Field and Projects capacity had a middle quartile (median) to upper quartile range of \$10,000. That is a relatively large spread compared to the rest of the data we collected amid the Tiered positions. That means, **25% of all the datapoints** classified as Tier 2 Field Tech primarily working in a Projects/Deployment capacity landed between a **salary range** of **\$70,000** and **\$80,000**.

It's been said, that MSPs are service organizations first, technology companies second. While building core recurring-revenue stream from sound service delivery drives consistent earnings, it's the well-oiled Professional Services Team that is most likely to roll out projects earning the highest dollar-for-dollar return. So, it makes sense that the Tier 2 Field Tech who contributes to client renewals while also driving profitable projects is valued so highly.

The above data was recorded and gathered from conducting over 5,000 Skype Interviews with MSP Professionals, staffing over 500 MSPs and helping MSPs fill more than 2,400 MSP jobs.

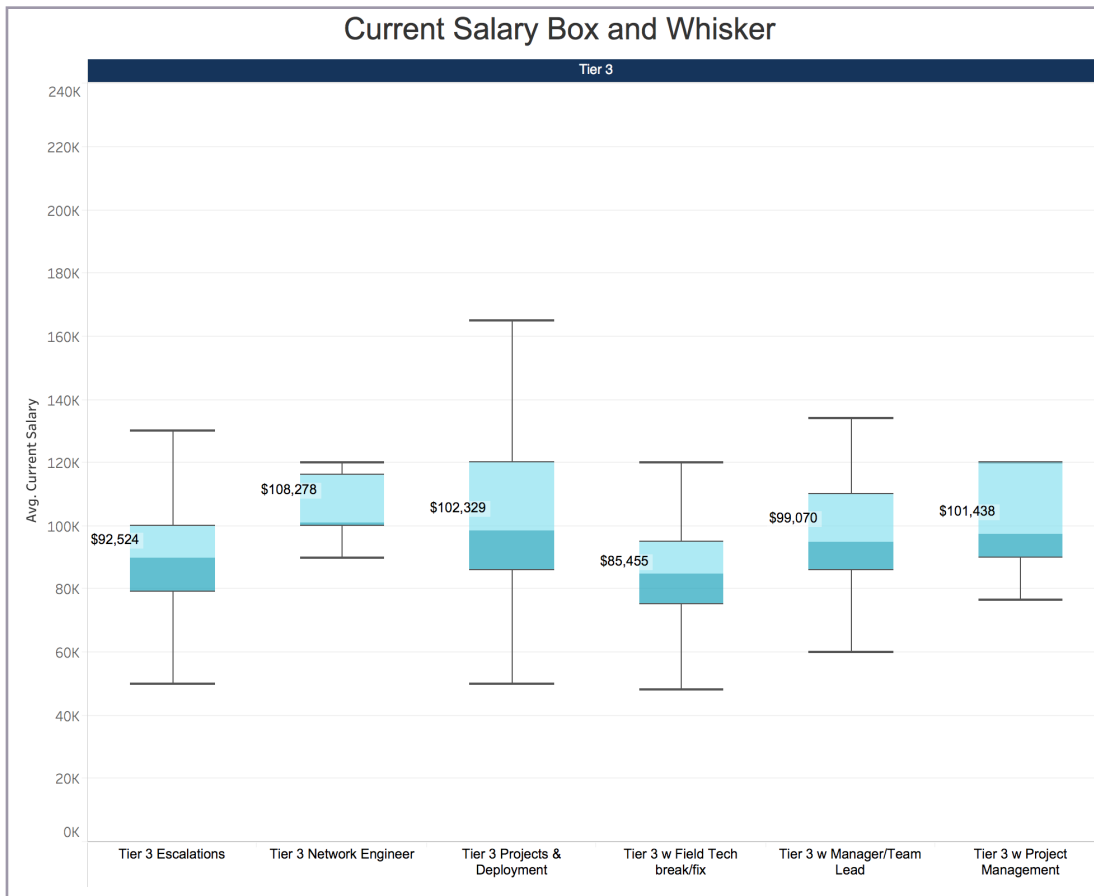
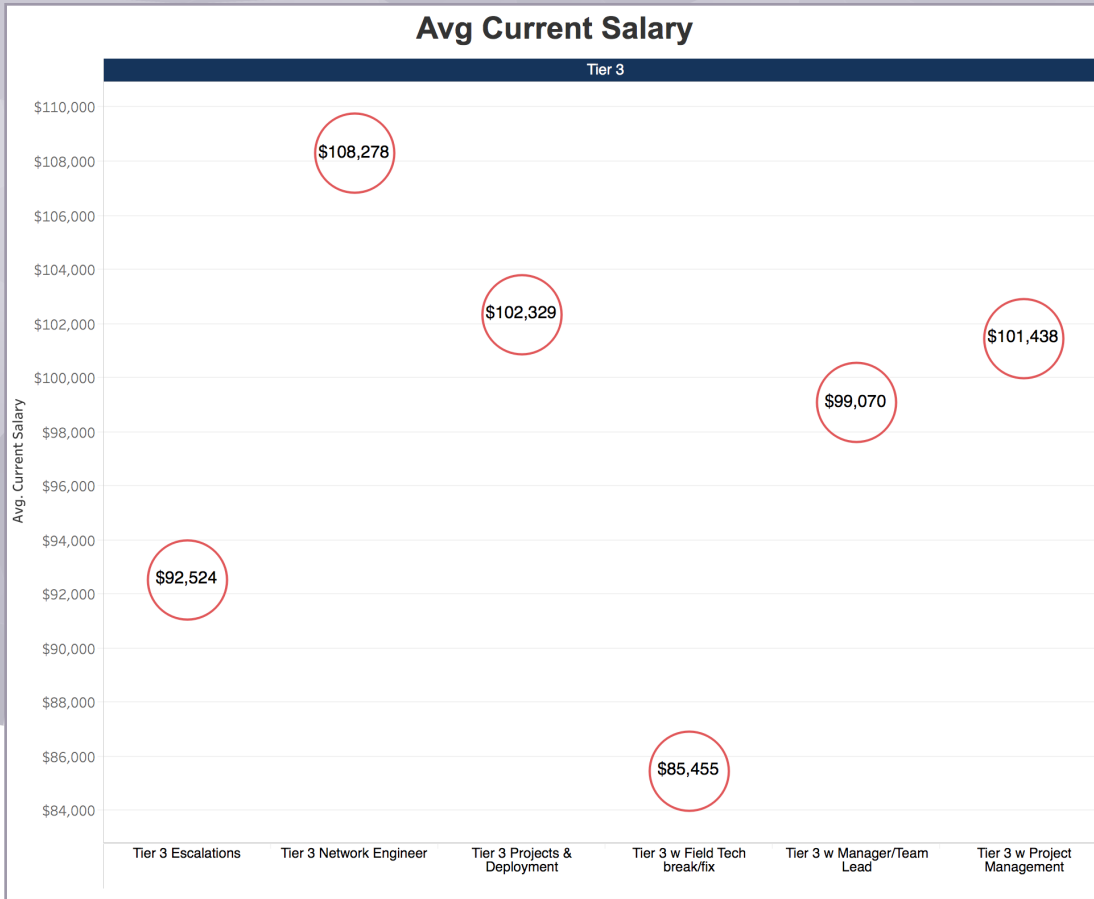
Tier 3

Managed IT Support

Tier 3s working for a Managed Service Provider are often delivering the highest level support in a tiered structure Service Delivery Model while simultaneously tackling client projects related to both Service Delivery and/or Professional Services. Tier 3 is often handling escalated tickets that went unresolved by the Tier 1s and 2s and those tickets are often affecting multiple end users or systemwide issues.

Tier 3s typically handle fewer tickets, but they usually require research, root cause analysis and are substantially more complex troubleshooting across systems, i.e. virtualization, servers, networking, security. Beyond a Tier 3's support responsibilities, they may also tackle client projects. Projects can include new client onboarding, deployments or migrations of servers and networks, providing infrastructure guidance to C-level client's, designs and implementations. In parallel with a Tier 3's escalation and project responsibilities, Tier 3s may also function as Project Managers, Team Leads and/or hands-on Managers for the lower level tiered support.

| MSP Profile | Range | Average | Median |
|-------------------------------|--------------------|----------------|---------------|
| Tier 3 Escalations | \$68,711 - 116,336 | \$92,524 | \$90,000 |
| Tier 3 Network Engineer | \$84,134 - 132,421 | \$108,277 | \$101,000 |
| Tier 3 Projects & Deployment | \$79,560 - 125,097 | \$102,328 | \$98,600 |
| Tier 3 w Field Tech break/fix | \$69,838 - 101,071 | \$85,454 | \$85,000 |
| Tier 3 w Manager/Team Lead | \$76,825 - 121,315 | \$99,070 | \$95,000 |
| Tier 3 w Project Management | \$84,701 - 118,173 | \$101,437 | \$97,500 |



Tier 3

Findings & Correlations

We gathered salary data across six different flavors of MSP Professionals working in a Tier 3 capacity. The average salary of the lowest paid Tier 3 compared to the highest paid Tier 3 varied greatly compared to the rest of the Tiers, with a spread only second to an MSP Professionals performing Business Development/Sales. The “mean difference” or **difference in salary averages** between a Tier 3 **Field Tech** and a Tier 3 **Network Engineer** was **\$22,822**, with a Tier 3 Field Tech earning an average salary of \$85,454 and a Tier 3 Network Engineer (Cisco) earning an average salary of \$108,277.

While the mean salary range between the highest paid Tier 3 profile and the lowest paid Tier 3 profile was significant, the average and median salary difference that an MSP Professional at the **Tier 3** level can expect to receive when **accepting a new job offer** to join a new MSP was actually a pay cut of **-\$1,557** with a median pay increase of **\$0**.

While the data indicated that the mean Tier 3 starting salary was comparable to accepting a lateral job offer, when the data was arranged in a boxplot, the statistics showed Tier 3 positions displayed a significant spread between pay cuts and pay increases. In a boxplot (not included in this version of the MSP Salary Guide), the **spread between the min and max** interquartile range (also known as the middle half of the sample) would swing by **\$12,500**. That means, 50% of the datapoints we collected from Skype Interviewing Tier 3s and successfully placing Tier 3s, indicated the job offers they received would vary greatly between large salary increases and large salary decreases.

According to the data, it can be deduced that when an MSP Tier 3 leaves an MSP to join a new MSP for a similar or comparable Tier 3 position, **50%** of the candidates **sampled** placed **less emphasis on** a starting **salary** and more emphasis on intangibles, such as future earning potential, culture fit, work/life balance, company stability or commute.

It was also noted, the smaller-sized MSPs we staffed (Bowman Williams’ classification of “smaller-sized” MSP is under 15 employees) tended to place emphasis on hiring IT generalists, while the medium-sized MSPs (again, this is only our classification, “medium-sized” MSP is between 15-49 employees) tended to place emphasis on hiring specialized Tier 3 skills or supplemental Tier 3 proficiencies such as Cisco, PowerShell scripting, Presales or Technical Account Management.

The above data was recorded and gathered from conducting over 5,000 Skype Interviews with MSP Professionals, staffing over 500 MSPs and helping MSPs fill more than 2,400 MSP jobs.

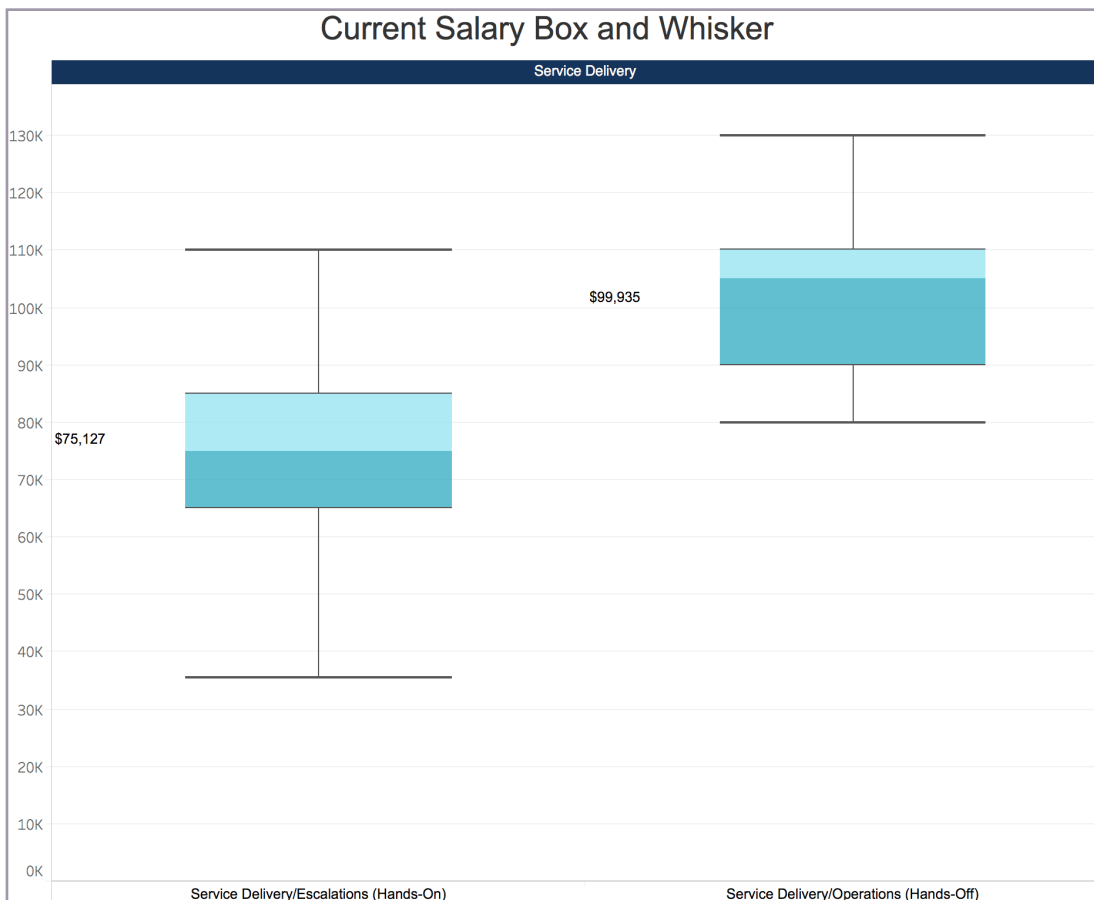
Service Delivery

Managed IT Support

The Service Delivery Manager is often considered the cornerstone of a successful SLA-driven support model. They will work opposite Professional Services (projects), providing the technical and operational oversight that keeps Service Delivery within SLAs and “dampens the noise” from escalated issues ever reaching (and draining) resources on the Professional Services Team. Service Delivery Managers will often work in one of two different capacities for Managed Service Providers. While these two functions may overlap, they have the same goal – securing MRR generated by Service Delivery is carried out timely, profitably and within Service Level Agreements. A Service Delivery manager is typically providing either technical leadership or operational oversight.

The technical Service Delivery Manager is usually working hands-on with technology, fielding escalated tickets and setting the tone of the Service Desk through superior customer service. The operational Service Delivery Manager is typically not hands-on with technology, but hands on managing people and process; enforcing KPIs, implementing procedures, allocating and training technicians.

| MSP Profile | Range | Average | Median |
|---|--------------------|----------|-----------|
| Service Delivery/Escalations (Hands-On) | \$59,149 - 91,105 | \$75,127 | \$75,000 |
| Service Delivery/Operations (Hands-Off) | \$84,465 - 115,405 | \$99,935 | \$106,000 |



Solutions & Sales

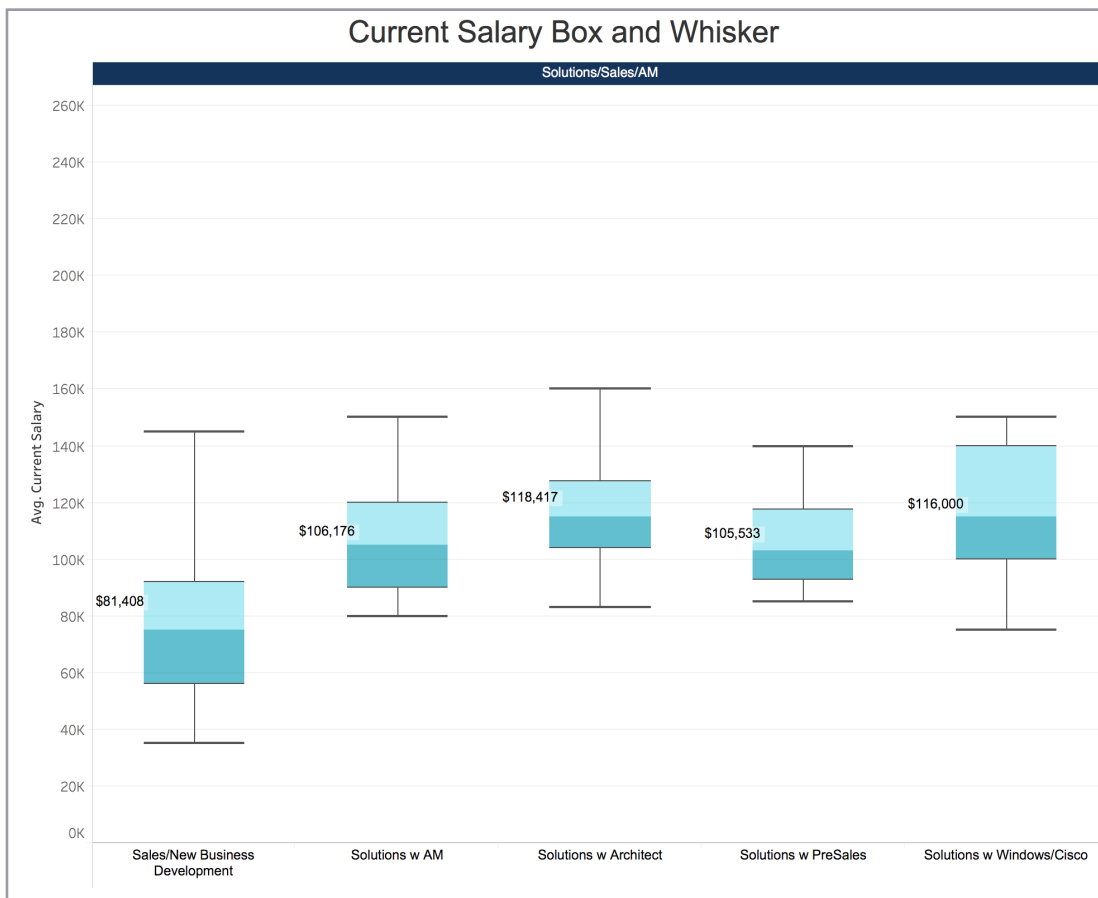
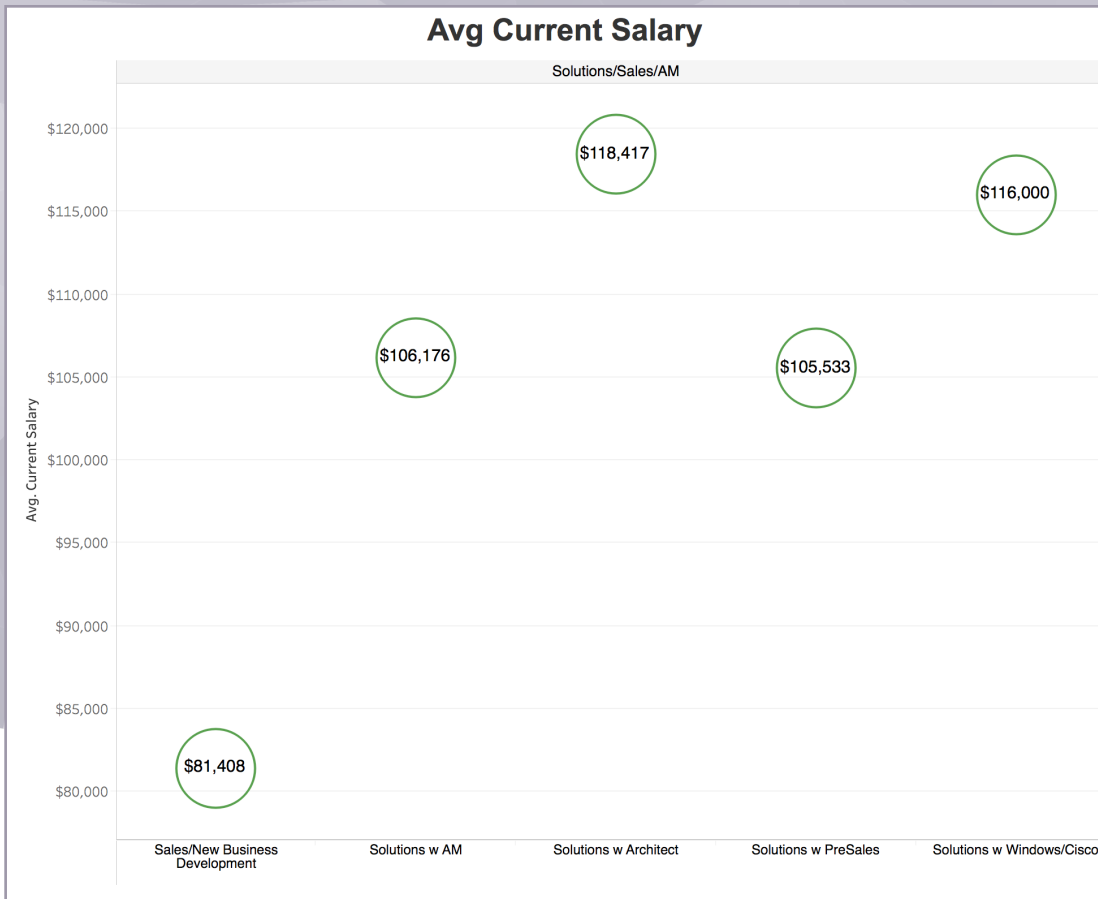
Professional Services

Solution Engineers working for a Managed Service Provider are often key contributors that lead client engagements/initiatives from a high-level design capacity on the Professional Services side. Solution Engineers are often conceptualizing solutions that define infrastructure road maps and long-term strategies for clients, delivering their expertise in a multitude of capacities or highly specialized areas ranging from pre-sales engineering, strategic consultation, technology adoption planning and solution design.

Sales/New Business Development professionals are responsible for new client acquisition, typically targeting C-level prospects of SMBs. Depending on the number of employees, an MSP's sales engine may be comprised of a small team of sales professionals or just one or two top producing C-levels, potentially founders. Cold calling, attending social networking events or conferences, capitalizing on email or social media drip marketing campaigns are common prospecting tactics. Depending on the seniority of the MSP Sales professional, prospecting objectives (or steps in the sales funnel) will often span across appointment setting, conducting initial sales meetings, preparing and delivering proposals and SoWs. Regardless the tactic or objective, the MSP sales professional is always the same – having a role in moving contacts or prospects through the sales funnel to become clients. Unlike their coworkers, MSP Sales professionals will often earn a base salary plus performance-based commission compensation structure...but compensation structures can vary greatly.

| MSP Profile | Range | Average | Median |
|--------------------------------|--------------------|-----------|-----------|
| Sales/New Business Development | \$43,613 - 119,201 | \$81,407 | \$75,000 |
| Solutions w AM | \$87,845 - 124,507 | \$106,176 | \$105,000 |
| Solutions w Architect | \$97,040 - 139,793 | \$118,416 | \$115,000 |
| Solutions w PreSales | \$89,167 - 121,899 | \$105,533 | \$103,000 |
| Solutions w Windows/Cisco | \$85,709 - 146,290 | \$116,000 | \$115,000 |

*Sales / New Business Development salary data above does NOT include commissions. The data above is ONLY base salaries. Commission data can be found in the Sales & Solutions Findings & Correlations page.



Solutions & Sales

Findings & Correlations

Sourcing and hiring “worthwhile” MSP Sales professionals can be one of the most difficult positions to fill successfully (you’re not alone!), indicated by the high volume of MSP Sales jobs Bowman Williams regularly receives from MSP clients looking for help hiring.

For many MSPs, regular success finding and hiring MSP Sales professionals is few and far between. This is likely because the good ones are difficult to source, engage, vet and woo. They also tend to have a social network built up which allows them to access new job opportunities without having to apply for multiple positions to sample the market. From our vantage point (having staffed the MSP industry for nearly 10 years at the time this guide was written), the low percentage of success can likely be attributed to the misalignment of employer expectations with the realities of the MSP job market, and vice versa.

First, there are inherently fewer MSP salespeople working at MSPs compared to the number of techs, engineers or even managers. Therefore, there are relatively few MSP-experienced sales candidates entering the job market at any given time compared to other MSP profiles. With a minimal number of candidates to choose from, many MSPs are left “kissing a lot of frogs” sorting through long lists of unqualified applicants.

If your MSP is hiring MSP-experienced salespeople, the most common MSP Sales candidate’s resume is likely to possess less than 1.5 years of MSP sales experience or five years of MSP Sales experience working for multiple MSP companies. The average salary an MSP Salesperson will be **targeting** while on the job market is **\$100,000** while the average salary of a Salesperson **employed** by an MSP is **\$81,407**. And most do not have a book of business to bring.

When MSP Sales candidates are earning a base salary of **\$65,000 or lower** and their job title, tenure and job responsibilities most closely align with a **Junior Sales or Mid-level Sales** profile, the average yearly commissions totaled **\$13,500** and the average yearly compensation or on-track earnings (**OTE**) totaled **\$78,500**.

When MSP Sales candidates are earning a base salary of **\$65,000 or higher** and their job title, tenure and job responsibilities most closely align with a **Senior Sales** profile, the average yearly total compensation or OTE totaled **\$92,000**. The median OTE of an MSP Senior Salesperson was **\$110,000** with **total compensation** ranging anywhere between **\$77,000 and \$200,000**.

Given the elusiveness of the mysterious MSP Salesperson, MSPs hiring their first Salesperson often default to hiring sales candidates possessing... (*Sales & Solutions Findings & Correlations Cont.*)

The above data was recorded and gathered from conducting over 5,000 Skype Interviews with MSP Professionals, staffing over 500 MSPs and helping MSPs fill more than 2,400 MSP jobs.

Solutions & Sales

Findings & Correlations Cont.

relevant sales experience – not necessarily tangible experience selling managed services. Relevant sales experience is best described as selling a similar service (insurance, for example) to a similarly sized organization, such as an SMB. This is because positioning a service in the mind of a buyer is fundamentally different than selling a palpable product and because tangible experience navigating the decision-making process within an SMB can be useful knowledge when moving a managed services deal from prospect to close. Unless your MSP is looking to hire a heavy hitting Senior Salesperson or Director of Business Development where previous experience building an MSP sales engine should be required, the criteria most often attributed to overall successful Sales hires at the junior to mid-level has been proven success selling – not necessarily selling managed services or even IT. MSP employers have found that the steps to the sale, service offerings, pricing and technology can be learned – it's the inherent skills of knowing how to guide prospects through the sales cycle, stay motivated and ultimately close the deal that are often difficult to train and end up separating the top performers.

One of the most effective strategies to source MSP Sales candidates is to avoid a classic mistake of not being prepared to discuss key topics. Worthwhile MSP salespeople are often seeking opportunities that provide formal sales training, not just tagging along on sales meetings with the owner. They seek a proven and defined sales process that empowers them to convert contact lists of subscribed users into qualified leads, not just being instructed to cold call contacts unfamiliar with their company.

Write a job description that substantively and realistically describes the sales process, tools and compensation structure. Notable MSP Sales professionals will often request answers to these specific questions before committing to interviews. Questions pertaining to compensation plans and on-track earnings (OTE), sales quotas, conversation rates, marketing tools and sales budgets. If answers to these questions aren't clearly defined or included in the job description or if concrete answers aren't ready to be discussed during the first-round interview, respectable MSP Sales professionals may reject the invitation to interview, opting to hold out for more clearly defined opportunities.

Lastly, compounded even further by the subjective appraisal of a Salesperson's value, performance-based positions can yield ambiguous assessments of a Salesperson's successes or failures. For example, it is not uncommon for us as a staffing firm to see an MSP Sales professional "crash and burn" working for one MSP, only to thrive at another. Tenure isn't always indicative of a candidate's value. When it comes to filling a sales seat, occasionally the "hoppy" candidate is the "real McCoy;" good enough to be continually recognized by their peers, associates (even competitors) and sought after for being a top producer...just be ready to offer up more commission or salary to retain their employment.

The above data was recorded and gathered from conducting over 5,000 Skype Interviews with MSP Professionals, staffing over 500 MSPs and helping MSPs fill more than 2,400 MSP jobs.

MSP Insights

MSP leaders provide personal insights into the importance of hiring the talent required to build a winning MSP.

"It is important to start with the right people, without that it is very difficult to become world class. Once you have the right people, they need to be led and trained to be a contributor in a single cultural ecosystem that is your company way. This is the foundation for operational discipline."



Peter Briden

Peer Group Leader, MSP Coach

"Personal connections solidify the customer experience. If you're aiming to create a customer experience that is more than just "par for the course," your best employees hold the key."



Marissa Withers

Sr. Director of HR & Talent Acquisition

"With increasing demands upon MSPs to learn faster, know more and work smarter, successful MSP businesses MUST hire top talent. Hiring MSP-experienced talent is imperative to building a business that can scale agilely and meet the escalating needs of their client base. MSPs should not drain their talent on repairing problems created by underperformers; rather they should energize their team members by hiring smart MSP-savvy individuals who collaborate to create the optimum solutions that inspire their client base to more deeply leverage and integrate technology into their businesses."



Kirsten Kunkler

President

"Hiring the right candidate has a much greater impact than being able to close a position. Hiring the right candidate with the right personality and skillset establishes trust and builds rapport early. If an MSP's clients are confident that this person can competently handle their IT issues, they are more likely to trust them."



Tim Conkle

President

"There is a benefit from hiring MSP experienced talent because they have learned from their mistakes already. That first-hand wisdom can be extremely valuable. Not only can your best people transform your customer's perception of your company, they can break the cycle of "Band-Aiding" operational problems, allowing you to focus on building your MSP proactively."



Darrin Gonchar

President

"Tenured employees build the connections to our clients. They anticipate needs, understand their use of technology and humanize the experience we share with our clients. The result of hiring good people, is retaining the trust and loyalty of our customers."



Warren Finkel

Managing Partner