



# GENERATE REVENUE WITH HOSTED VOIP

## CAPTURE RECURRING REVENUE

Creating a portion of revenue from VoIP helps MSPs improve their business resiliency by maintaining steady cash flow during economic downturns. Loop partners with you and provides a monthly recurring revenue stream for every customer you bring on. Even better, we handle all support, freeing up your time. From simple set-up to complex features and technical maintenance, we fully manage everything. 24% of MSPs report their businesses make between \$1M-\$2.49M in annual revenue. More than half of MSPs said over 50% of their revenue came from recurring services.



## PROSPECT NEW CLIENTS

Recommendations and word of mouth came out on top as the best ways for MSPs to score new clients. Sales calls and prospecting was number two on the list. MSPs use a variety of social media platforms to reach their target audience-LinkedIn & Facebook being the most popular. Solving customer pain-points by offering them services such as VoIP are key to assisting the growth of a popular increase in remote working. Here's how Loop can help!



## SEIZE OPPORTUNITY

Cloud migrations like VoIP are expected to drive the managed services opportunity through 2020. In a recent CompTIA survey, 67% of respondents said they are likely to seek third-party assistance for remote work capabilities during 2020. Additionally, their report said professional services that promote remote, flexibility functions were top choice.



## SET REVENUE TARGETS

MSPs who set specific growth goals see about 2 points of additional annual growth compared to MSPs who don't. Loop can assist you in developing a plan to reach new customers searching for hosted business phone systems. Growing your customer base by setting target goals will greatly increase your revenue stream. What are your customer goals and do you have a plan to increase?

## STAY CURRENT

Cloud productivity services topped the list of current managed service offerings (75%), up two slots from last year, as businesses continue to migrate away from on-premises productivity tools. Challenges may have changed in the wake of the pandemic, but technologies and services have not. MSPs reported the top opportunities through 2020 were the improvement of remote access solutions, like VoIP. Trends that build business resilience solutions are expected to drive revenue as clients continue to recover.

Interested in partnership with Loop? Contact us [Here](#): 800-586-0321 or [partners@loopcommunications.com](mailto:partners@loopcommunications.com)