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REASONS MSP HAND-RAISES ARE GAME-CHANGERS FOR VENDORS

Marketing and sales teams often face the challenge of aligning their goals. Sales wants leads that convert, while marketing holds the budget and aims for brand visibility. When it comes to MSP hand-raises, there's an opportunity for both sides to win—and here's why these hand-raises are worth treating like pure gold.

01 | Real-Time, Targeted Leads

When an MSP engages with a vendor's content—whether it's a whitepaper, listicle, or a targeted report—they're submitting more than just a form. They're giving a clear signal of interest, handing over their contact information in exchange for valuable insights. These aren't random cold leads; these are interested MSPs raising their hands. With ForzaDash, vendors receive these hand-raises in real time, allowing sales teams to act fast and start building those crucial relationships.



02 | Appealing to Both Marketing and Sales

Marketing gets to see the budget put to powerful use by sharing focused content with a massive audience of 70,000 MSPs, while sales gets highly qualified leads that are ready to engage. These hand-raises have already crossed an initial hurdle—they've consumed a vendor's tailored content and expressed a clear interest. It's a perfect crossover point that unifies marketing's campaigns with sales' drive for conversions.



03

The Importance of Immediate Follow-Up

Timing is everything. When an MSP submits their information, it's critical for the vendor to reach out as soon as possible. The sooner the contact is made, the stronger the likelihood of conversion. Studies show that making those first seven touches is crucial—with each touch building on the previous interaction. Treating these hand-raises like they're just another lead is a mistake. These MSPs are actively showing interest; vendors should use every opportunity to cultivate a relationship.



04

A Unique Opportunity to Stand Out

Getting an MSP to exchange their contact details for a marketing asset is no small feat—it's a signal of trust. The vendor knows exactly what caught the MSP's interest, thanks to the specificity of the content. This means vendors can tailor their follow-up conversations around exactly what the MSP found valuable. Unlike cold outreach, vendors already have context and can speak directly to the MSP's pain points and needs—improving the chances of securing a demo or meeting.



05

Hand-Raises with High Conversion Potential

From our internal data, vendors report that one out of every four hand-raises converts into a customer. That's an impressive rate when compared to industry norms. Vendors looking to maximize these opportunities often incentivize MSPs with additional offers—such as a gift card for scheduling a demo or consultation. Making the right offer at the right time can turn interest into commitment, moving the MSP further along the sales funnel.

06

Proven Vendor Growth Since 2015

ForzaDash has been supporting vendors in growing their MSP channels since 2015. With services like appointment setting, consulting, and channel strategy, ForzaDash is more than just a lead generator—it's a growth partner. Our success is evident in our retention; vendors who understand the value of MSP hand-raises stick with us because they see real results. On average, our vendors generate \$3.9 million in revenue each quarter, thanks to our hand-raises.



07

The ForzaDash Difference

As a former MSP of 30 years, I've walked in the shoes of those we serve. We understand the unique challenges MSPs face and what motivates them to take action. This industry knowledge underpins everything we do at ForzaDash. We've facilitated tens of thousands of hand-raises since 2015, each one representing an opportunity for vendors to expand their channel, strengthen their MSP relationships, and drive revenue growth. These aren't just leads—they're a testament to effective content, targeted strategy, and the power of meaningful engagement.



Ready to capitalize on these opportunities?

Schedule time with me today and see how MSP hand-raises can transform your channel growth:

[Schedule Time with Me](#)



FORZADASH
The #1 way to develop your MSP Channel