

# Radical Resilience

Raja Pagadala & Matt Topper



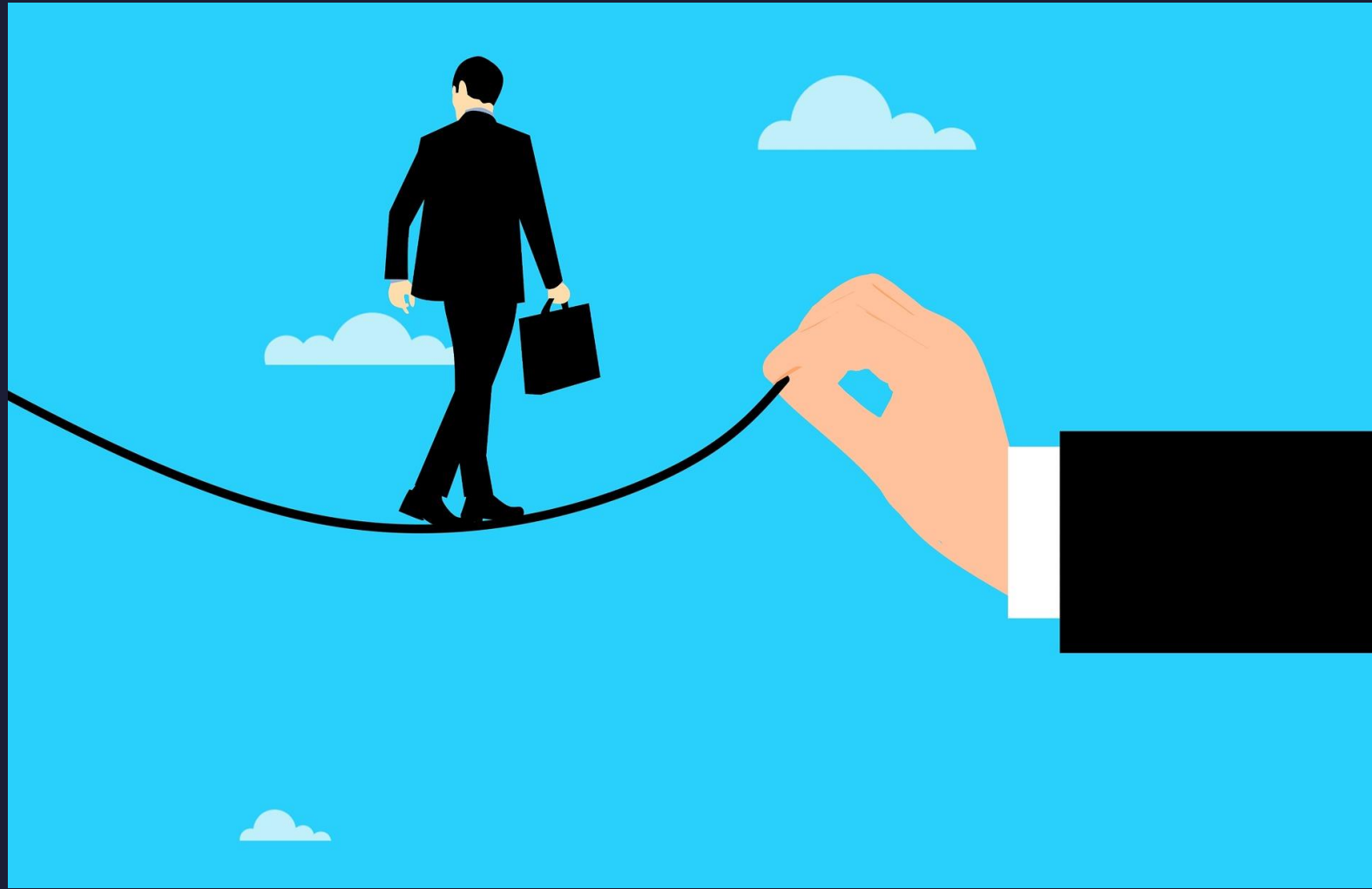
IT NATION™ **SECURE**

# What Do You Sell?

Mentimeter

▶ Start Menti



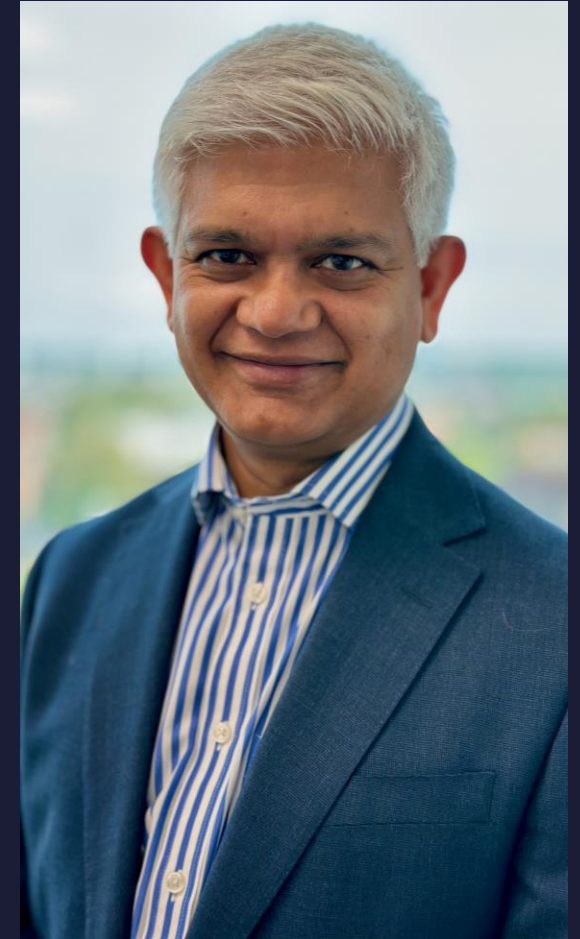


# Raja Pagadala

Managing Director, The Final Step

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- Founded The Final Step in 1987 and still has clients from first year of trading
- Mission to help others fulfill their potential through better use of technology
- Consultant, Advisor, Speaker
  - How IT should speak the language of business
  - Why IT Strategy needs to follow the Business Strategy
  - How to do more with less
- Contact
  - [linkedin.com/in/raja-pagadala](https://www.linkedin.com/in/raja-pagadala)



# Matt Topper

Senior Evangelism Director, ConnectWise

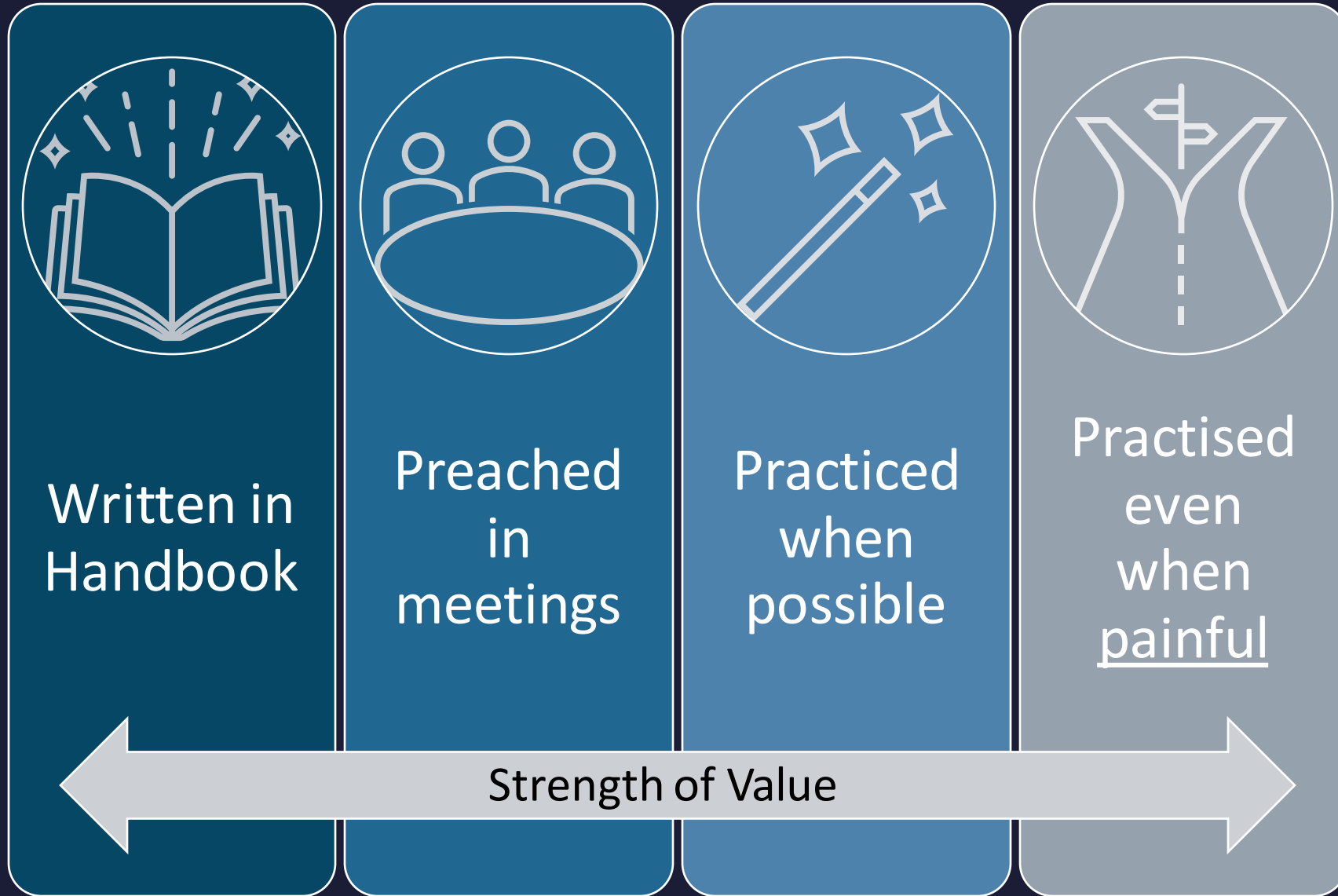
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- 12+ MSP Years
- Infrastructure, Architecture, Projects, Security
- 2 Software Companies
- Created /r/msp
- CISSP, CISM, CCSP
- Contact
  - [matt.topper@connectwise.com](mailto:matt.topper@connectwise.com)
  - [linkedin.com/in/matthew-topper](https://www.linkedin.com/in/matthew-topper)



# Is This The Path?

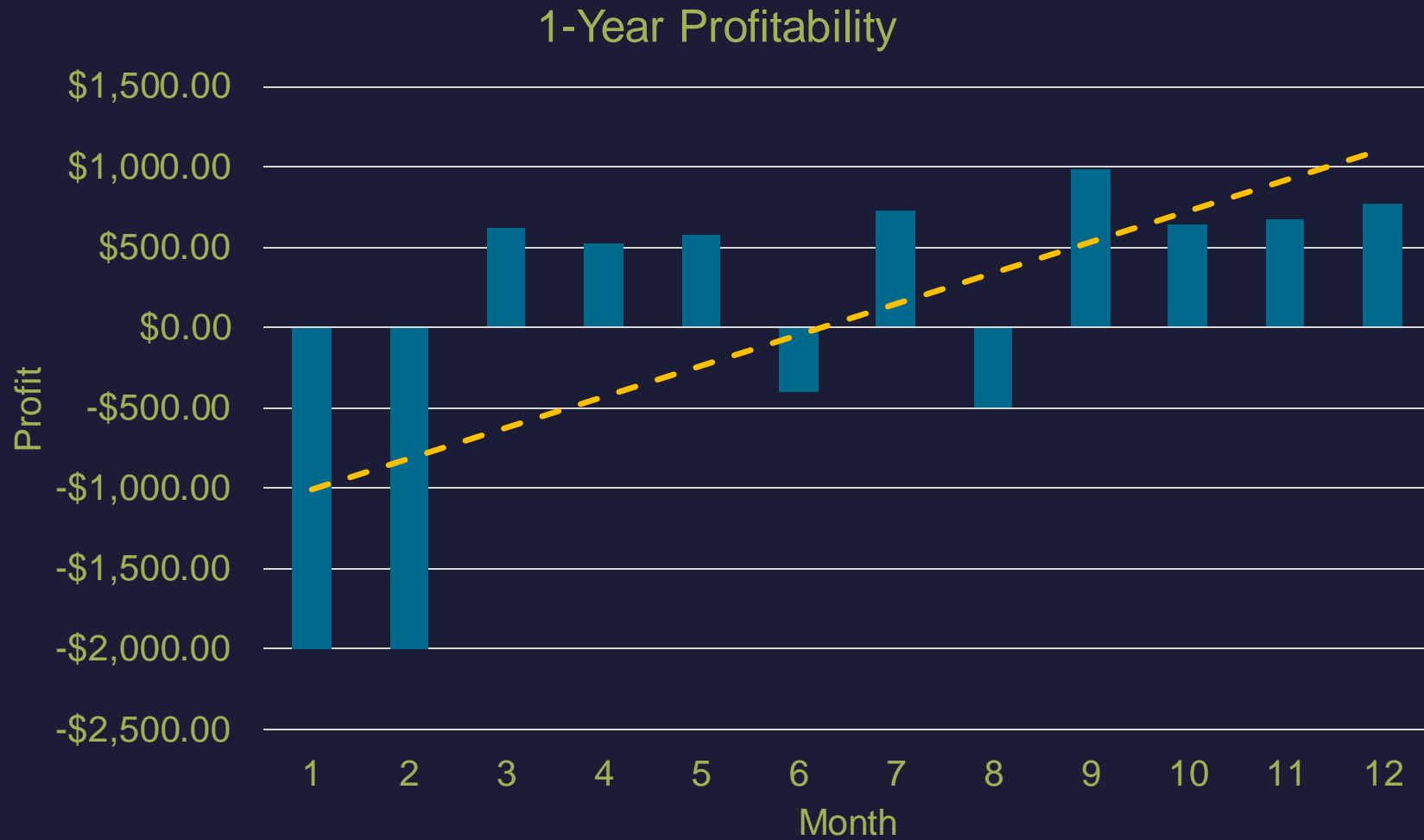




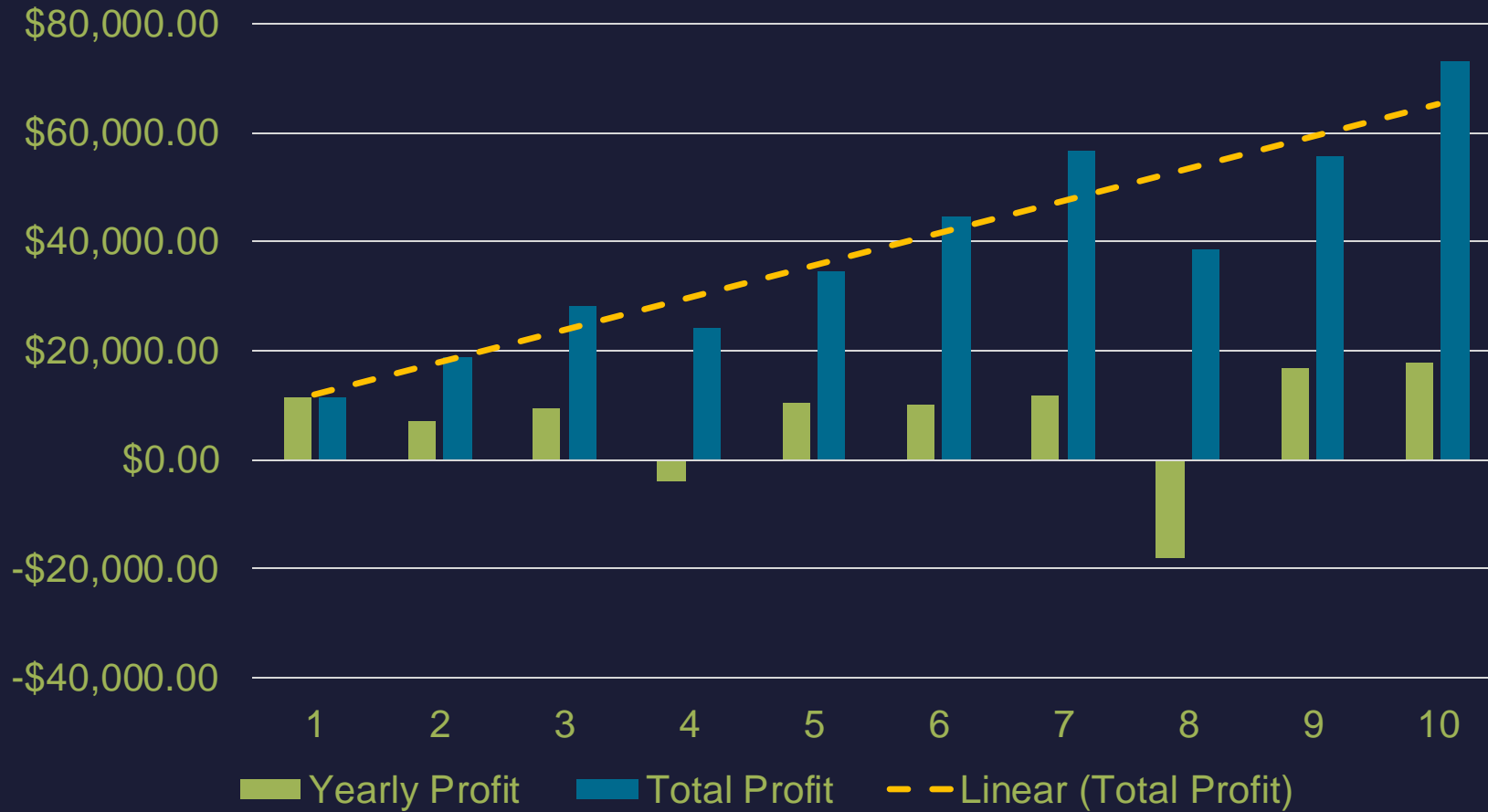
# Do Right by Clients



# Month over Month Profitability



## 10 Year Total Profitability



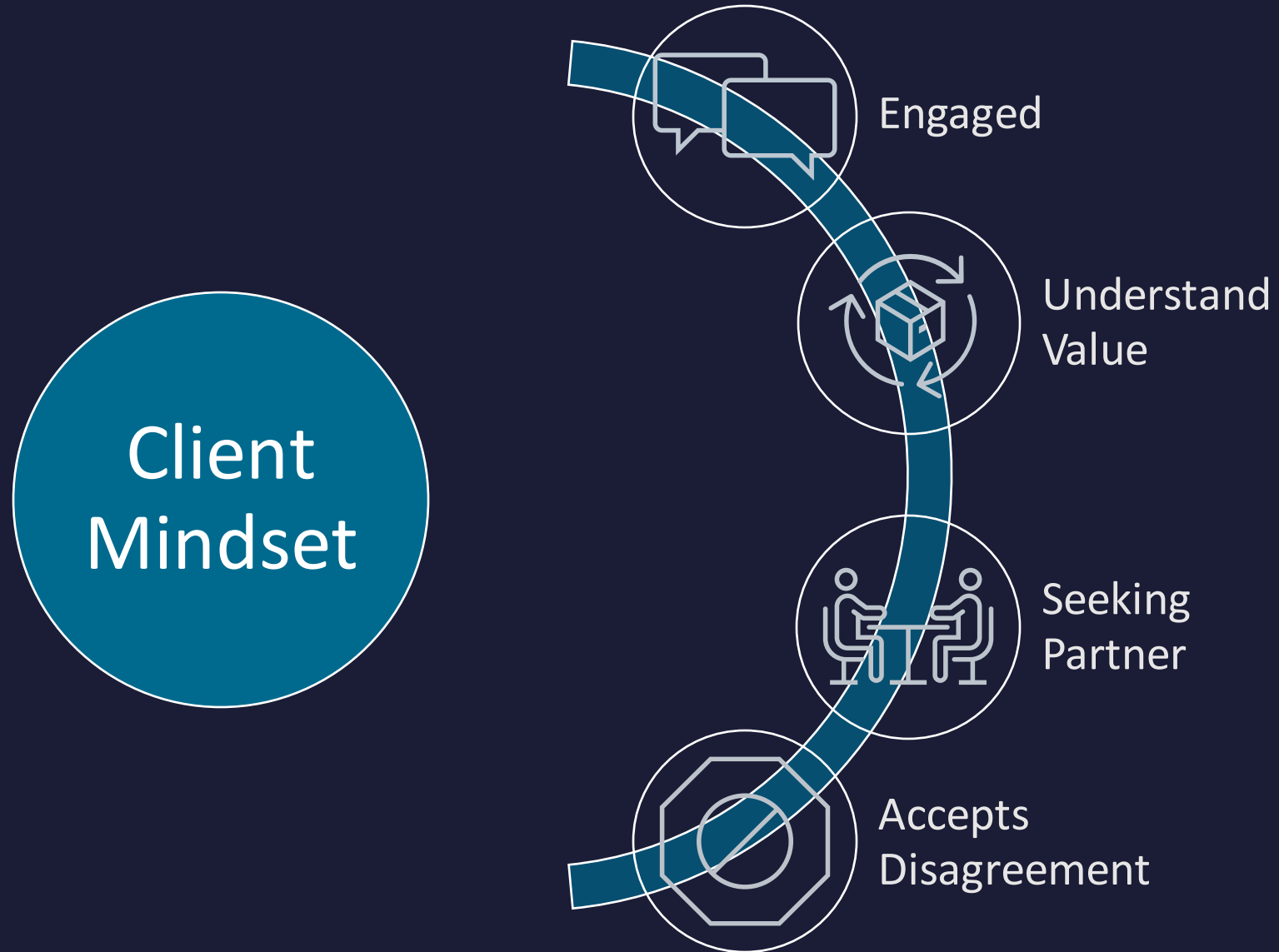


## What Do Your Clients Buy?

Mentimeter







## Evaluate

Create a client assessment matrix

## Engage

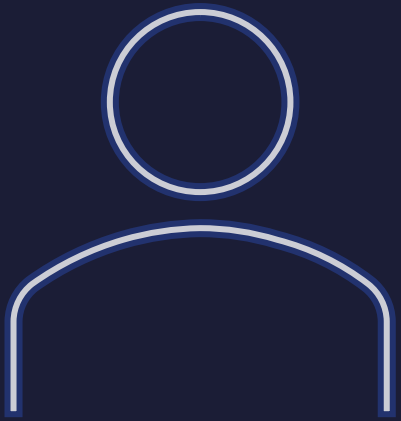
Talk, go out to dinner, **don't sell**

## Establish

- Starting point for a long-term business relationship

# Concrete Examples







*Don't forget to fill out your*

# **SESSION SURVEY**