FOR MSP EXECUTIVES WHO WANT A PIPELINE THEY CAN COUNT ON

The MSP Pipeline Health Checklist

Six signs your pipeline needs a system, not more effort.

You built your business to serve clients, not to chase prospects. But when the pipeline dries up, prospecting is the first thing pushed to the bottom of the list. Use this checklist to see where your pipeline stands right now.

CHECK EVERY BOX THAT'S TRUE FOR YOUR BUSINESS TODAY

- [ ] **Feast or Famine.** You close a few deals, then scramble for months to refill the pipeline.
- [ ] **Prospecting Deprioritized.** Prospecting keeps getting pushed to the bottom of the list because the team is busy serving clients.
- [ ] **The Agency Merry-Go-Round.** You've tried SEO, ads, or content and got activity and reports, not real conversations.
- [ ] **Wrong Accounts, Wrong Deals.** The deals you do close are low-margin, high-friction, or off your Ideal Customer Profile.
- [ ] **No Reliable System.** The team has the capacity to grow. What's missing is a consistent way to start the right conversations.
- [ ] **No Visibility.** Time and money go into outreach with no clear picture of who's engaging or where pipeline is coming from.

What Your Checkmarks Mean

0–1	**Good shape.** Keep an eye on consistency as you scale.
2–3	**Real gaps.** These are costing you deals right now, even if the business still feels fine month to month.
4–6	**Systemic.** This isn't an effort problem. It's a system problem, and more hustle won't fix it.

WHAT A FIX ACTUALLY LOOKS LIKE

Xplifi is the fully managed Growth Engine built exclusively for MSPs. We identify your Ideal Customer Profile, build and continuously enrich a verified target account list, and run multi-touch account-based outreach. Then we deliver conversation-ready prospects directly to your leadership team through a real-time portal.

AI finds the accounts. Humans win the conversations. We build, run, and manage everything. You just show up for the conversation.

> *"The best thing about Xplifi is that I get a steady flow of quality leads that are in my target market and have intent to purchase managed services. I can spend my time focused on the right targets — not wasting time on prospects with no intent to buy."*
>
> **— Bob Metelko, Owner, CSDS · Cleveland, Ohio**

See Where Your Pipeline Stands

Book a free demo and we'll walk through what a fully managed Growth Engine looks like for your business.

Book a Free Demo

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