



**MSP**<sup>®</sup>  
ASSOCIATION OF AMERICA



# VENDOR FOCUS GROUP

In this **exclusive vendor focus group**, a single vendor invests in bringing together five **Managed Service Providers (MSPs)** for a **collaborative, high-value session**.

## HOW IT WORKS:

The **vendor presents their offering**, positioning, and go-to-market approach, followed by an open discussion and feedback from the perspective of the MSP.

**MSPs are compensated** for their time and encouraged to challenge assumptions, highlight gaps, and suggest improvements based on real-world service delivery.

## BENEFITS TO VENDORS:

- Refine your **messaging**, pricing, and differentiation.
- **Test and improve** your demo flow.
- **Enhance** partner enablement programs.
- Gain **direct insight** into MSP workflows and MSP problems.
- Accelerate **product-market fit** in the MSP channel.

## BENEFITS TO MSP PARTICIPANTS:

- **Paid participation** with perks: **steer strategy**, preview emerging solutions, and deepen **partner relationships**.
- The **MSP Association of America's® Vendor Focus Group** is designed to **strengthen vendor-partner relationships**, align solutions with market realities, and drive sustainable growth across the IT channel.

## LEARN MORE:

[www.mspaa.net/vendor-focus-group/](http://www.mspaa.net/vendor-focus-group/)



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