



MANAGE TO WIN™

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### **MSP University and MANAGEToWIN Help Managed Services Providers Accelerate Growth**

**Novato, California (December 15, 2009)** – MSP University and MANAGEToWIN are offering a webinar tomorrow to transform managed service providers into powerful profit machines by better leveraging vendor marketing dollars.

The 27-minute webinar, *Spend More Vendor Money and Less of Your Own*, explains how managed service providers can access thousands of dollars from vendors, implement their marketing campaigns with accountability and fully engage employees to achieve top results. There will be additional time for Q&A. This event occurs on Wednesday, Dec 16, 2009 from 11:32 a.m. - 12:17 p.m. PST.

*“Most partners do not realize over \$100 million dollars in co-op and MDF money went unspent this year,”* David Russell, CEO of MANAGEToWIN explained. *“The objective of this event is to help our clients and MSP University managed service providers learn how to grow their business more rapidly. Part of this transformation requires them to see how to better implement vendor marketing campaigns so they can reach their clients more effectively, qualify for vendor marketing dollars, and hold employees accountable for world-class results.”*

Host Erick Simpson, vice president of MSP University is joined by leadership expert David Russell, author of the book [Success With People](#) and CEO of [MANAGEToWIN](#). David helps leaders overcome their addiction to poor management habits. He has been in the computer industry for over 28 years. Back in 2001 his company hosted over 1,800 online stores for partners and his people developed one of the first online Microsoft partner software licensing configuration tools. He coaches technology solution providers and works with vendors to better engage partners to accelerate growth. His clients

include Microsoft, Cisco, Intel, Ingram Micro, Tech Data, ConnectWise, Catalyst Telecom, Vistage and the Entrepreneur's Organization members.

Registration is free for this MSP University State of the Industry webinar at <https://www2.gotomeeting.com/register/528254162>.

**About MANAGEtoWIN, Inc.** ([www.managetowin.com](http://www.managetowin.com))

MANAGEtoWIN offers talent management to improve your world. We believe when you help one person manage others more effectively it not only improves the company's results, but makes people's work more fulfilling. Workers become happier and their joy is shared with coworkers, family, friends and community. *Then momentum builds.* MANAGEtoWIN provides an easy-to-use, full suite employee performance management and human resource information system functionality at a low monthly subscription. We provide our talent management software and services to clients at no risk for 30 days.

**About MSP University** ([www.mspu.us](http://www.mspu.us))

MSP University is the premier authority on the development and growth of a successful IT and Managed Services practice. A comprehensive, vendor-neutral resource whose sole function is to collect and disseminate as much information as possible in best practices for IT business transformation and improvement and mentor its members on building, operating and growing a successful Managed Services Practice, MSP University specializes in providing Managed Services education, training, fulfillment, and consulting services to independent IT service providers, vendors and channel organizations worldwide.

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