

What is the MSP Academy?

As an added benefit to our valued MSP partners, Trend Micro has collaborated with industry experts to deliver a free curriculum that will enable MSPs to develop and strengthen their cybersecurity strategy, expertise, and practice.

Curriculum Content

Cybersecurity Masterclass

- Over 2.5 hours of content delivered by MSP industry expert Erick Simpson.
- 10 video courses and over 15 tools and resources to build or accelerate your cybersecurity practice.

Topics covered include:

- Cybersecurity services features and benefits
- Bundling and Pricing
- Prospecting and Appointment Setting
- Proposals and Agreements
- Conducting cybersecurity assessments

Social Selling Boot Camp

- Over 2 hours of content delivered by social selling experts JS Group.
- 6 self-led boot camps with accompanying workbooks to help you turn social media engagement into a lead-generating machine.

Topics covered include:

- 11 steps to optimize your LinkedIn profile and earn your first 25 SSI points
- Social selling metrics and prospecting tips
- 10 key tactics for proper social selling effectiveness
- Convert MQLs to pipeline through proper social engagement
- Strategic engagement on LinkedIn

Trend Micro Solutions

- Elevate your cybersecurity offerings with Trend Micro tailor-made MSP solutions.

Topics covered include:

- Advanced Endpoint Security and endpoint detection and response (EDR)
- Email and cloud application security
- Network security
- Security awareness training
- Putting it all together with extended detection and response (XDR)

If these are some of the challenges you're facing, then this course is for you:

- You're not satisfied with your profitability
- You're focused on day-to-day operations and problems
- You're worried about whether you have enough security expertise
- You don't have enough resources

- You're caught in a cycle of too much work or not enough work
- You want to avoid costly mistakes
- You need to build your digital brand, find your ideal prospects, and create new leads

Audience

Roles:

- Business Owners
- Sales and Service Managers
- Marketing Managers
- Sales Teams
- Service Delivery

Cost

- Free for Trend Micro MSP Partners

Course Access

- https://education.trendmicro.com/partner/learn/learning_plan/view/15/msp-academy

Become a Trend Micro MSP Partner

[Register here to sign up](#)

Additional Resources

www.trendmicro.com/msp
www.trendmicro.com/worryfree

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