



PARTNER GROWTH ACCELERATOR

Empowering MSPs, Resellers & Service Providers to Sell More — Smarter.

THE CHALLENGE

Most partners struggle to grow because they lack the time, tools, and expertise to market effectively. At JSG, we solve that by helping them reach buyers already showing intent — not just chasing cold leads.

THE SOLUTION: INTENT-BASED PARTNER GROWTH PROGRAM

The JSG Partner Growth Accelerator is a proven, guided approach that combines AI precision, channel expertise, and partner enablement to deliver measurable sales results. Through a three-phase process—defining the target, building the campaign, and activating engagement—we help partners reach in-market buyers, create personalized campaigns, and convert warm leads with continuous optimization.

PARTNER ENABLEMENT: MORE THAN LEADS

Each partner receives personalized 1:1 coaching with a JSG Advisor to strengthen sales execution and messaging. They participate in hands-on Sales Enablement Bootcamps focused on social selling, objection handling, and campaign strategy. Every participant also gains access to a custom AI-powered GPT Assistant trained on JSG best practices and the partner's own marketing materials. This assistant can instantly create web copy, blogs, white papers, social posts, and lead-nurturing email sequences.



Identify & Target

We use data-driven insights and Ideal Customer Profiles (ICP) to pinpoint high-value prospects ready to engage: including a curated list of 200 companies matched to each partner's ICP to jump-start outreach.



Build & Launch

Turn strategy into action with campaign creation, outbound messaging, and digital marketing built around your brand and solutions.



Engage & Convert

Our AI-powered SDR connects, qualifies, and nurtures leads through personalized outreach, ensuring warm, sales-ready conversations.



Empower Partners

Every partner gets coaching, enablement bootcamps, and a custom GPT trained on their brand to create marketing content that sells.



WWW.JSGNOW.COM



LYNNETHORNTON@JSGNOW.COM



716.316.1658