



## Managing Human Capital COGS

Traditional Small  
Businesses spend  
**15% – 30%**  
of revenue on staff

MSPs at the high-end,  
often as much as  
**35% – 40%**

What's your MSP?

%  
\_\_\_\_\_

**LLGM = Revenue – Cost to deliver service (people + hard costs)**

Benchmark for highly performing MSP: **55%**



Your people:

%  
\_\_\_\_\_

Your tools:

%  
\_\_\_\_\_

Your opportunity for  
improvement:

%  
\_\_\_\_\_

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