



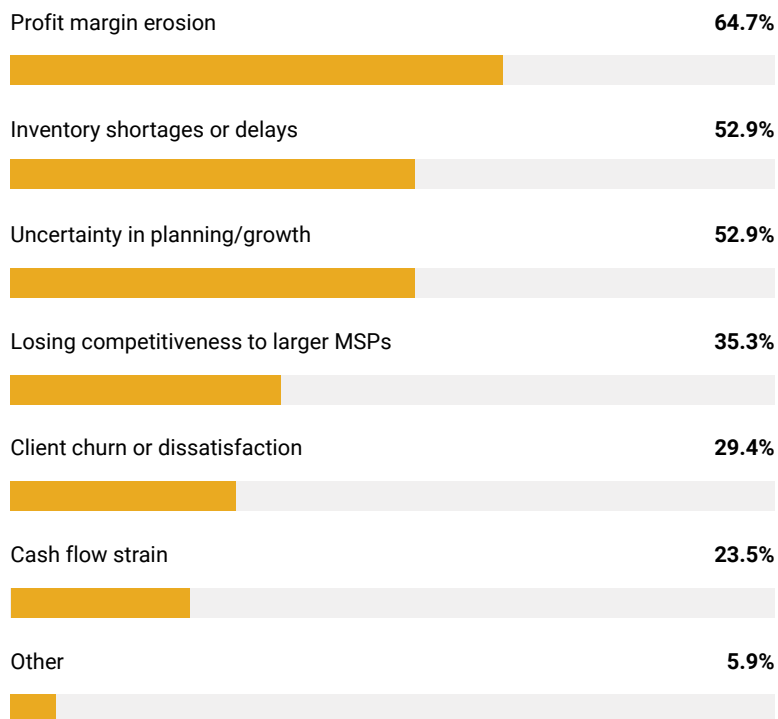
# Navigating Tariff Turbulence:

## 10 Actionable Takeaways From Our MSP Industry Roundtable



Shrinking profit margins, supply chain disruptions, client churn — trade tariffs are changing the game for MSPs, presenting a wide range of challenges and concerns:

### What are your top business concerns related to tariffs in 2025?



### So, what can MSPs do to mitigate risk for themselves and their clients?

We asked a panel of MSP leaders — here are their top 10 actionable takeaways that MSPs can implement today to navigate these challenges and thrive in times of economic uncertainty:

### Meet the Panel



**LUIS GIRALDO**  
CHIEF EVANGELIST,  
SCALEPAD



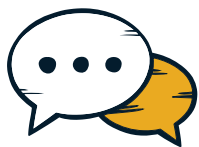
**LYLE KIRSHENBAUM**  
OWNER,  
WIRED FOR THE FUTURE



**LAUCHLIN JOHNSTON**  
CEO,  
LMJ CONSULTING



**KATHLEEN MARTIN**  
SR. VP,  
COMMUNITY, JSG



## 1. Build flexibility into client quotes to accommodate rapid price changes

MSPs can protect themselves from price volatility by ensuring all client quotes include **short-term validity** and explicit language **permitting price adjustments**. This approach helps manage client expectations and shields businesses from sudden supplier cost increases due to tariffs.



“Quotes go out and there’s a timeline on it that says this quote is good for literally 3 days, and after that we have the right to adjust depending on the market, or depending on our supplier bumping us.”



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## 2. Prioritize transparent, proactive client communication

Maintaining client trust hinges on **open and consistent communication**. MSPs can be strategic advisors — “sherpas” — to guide clients through uncertainty, especially as costs rise. **Frequent, honest dialogue** helps prevent surprises and positions the MSP as an indispensable partner.



“It’s transparency, and it’s being a Sherpa for your clients. We are all equally unsure... so I think it’s critical that you address uncertainty with ‘we’re in it together.’”



**KATHLEEN MARTIN**  
SR. VP,  
COMMUNITY, JSG



### 3. Hedge against supply chain risk with strategic hardware stockpiles

Moving from just-in-time to just-in-case inventory models can help mitigate hardware shortages and price spikes. MSPs can consider increasing their **inventory buffer**, especially for critical hardware like laptops or components with known lead times.



“We usually maintain a 1-2 month inventory. Now we’re moving that to 3-6 month inventory, just to keep in front of that uncertainty.”



**LAUHLIN JOHNSTON**  
CEO,  
LMJ CONSULTING



### 4. Shift the conversation to risk management to elevate your MSP's value

To be seen as **strategic partners** (not just tech vendors), MSPs can engage clients in **risk-based conversations**. These include discussions around capital expenditure, compliance, cyber insurance requirements, and how IT impacts broader business continuity.



“If you’re not focused on risk, you’ll never get out of the server room... To get into the boardroom, you are only talking risk.”



**KATHLEEN MARTIN**  
SR. VP,  
COMMUNITY, JSG



## 5. Strengthen supplier relationships to secure preferential access

MSPs can foster deeper connections with their **hardware distributors and vendors**. This connection ensures better access to inventory, faster insights on pricing changes, and priority when stock is limited. During turbulent times, these relationships can be as critical as client relationships.



“If you’re not having the conversations with your suppliers, start... Make sure they know who you are too, so you’re not just placing an order online and it shows up on your credit card.”



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## 6. Make radical honesty your client communication framework

Forget marketing spin — the best way to build trust with clients is **honest, no-fluff conversations**. In a volatile climate, MSPs that practice clear, direct communication about pricing, risks, and limitations will stand out as true partners.



“Honesty. That is the best framework right now.”



**KATHLEEN MARTIN**  
SR. VP,  
COMMUNITY, JSG



## 7. Encourage clients to act now — not later

Delaying hardware refreshes or budget decisions under the illusion that things will “settle down” can be disastrous. Instead, MSPs can push clients to choose a direction today — even amid uncertainty — to avoid deeper financial or operational setbacks later.



“You can’t stay where you are... because if you do, you’re going to open yourself up for even more problems today, tomorrow.”



**LYLE KIRSHENBAUM**  
OWNER,  
WIRED FOR THE FUTURE



## 8. Flex your procurement model when the situation demands

Supply chain chaos calls for creativity. If traditional distribution can’t meet timelines, **help clients find workarounds** — even if that means buying from Costco or Amazon. What matters most is keeping their business running.



“Let your customers buy their computers from Costco... just get that Home to Pro upgrade from CSP and deal with it later.”



**LAUCLIN JOHNSTON**  
CEO,  
LMJ CONSULTING



## 9. Watch for hidden costs at the state level

Federal tariffs are only part of the problem. States are now imposing **additional taxes targeting MSPs**. If you're not actively tracking these changes, they can blindsides your pricing strategy and your clients' budgets.



“We're seeing states now responding with additional taxes, preparing for what's happening at a federal level.”



**KATHLEEN MARTIN**  
SR. VP,  
COMMUNITY, JSG



## 10. Reset client expectations post-pandemic

MSPs bent over backwards to support clients during COVID — but those emergency measures may have **created lasting, unrealistic expectations**. It's time to reestablish boundaries and reinforce that **rising costs can't be absorbed indefinitely**.



“We trained customers in an improper way through the pandemic. When people came to us, we felt like we had no choice but to save the relationship and help them out... They may come to MSPs expecting the same treatment, ignoring the fact that the costs for the MSP are increasing.”



**LUIS GIRALDO**  
CHIEF EVANGELIST,  
SCALEPAD

## Watch the webinar

Get all the details and insights directly from our panel, so you can stay ahead of tariff uncertainty. Watch the MSP Industry Roundtable recording [here](#).