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**Flip Chart Notes – Spring Meeting, Dallas, TX**

Significant Trends & Changes

* Lack of resources
* Skills / skill set
* Evolve or die / new partners
* Too many choice
	+ No solutions / self-built
* Move towards gig economy
* Routes to market for SaaS vendors
* “SWAS”
* Multiple software together as a service
* Buying results as a service (outcome)
* LOB Buyers (self-centered solutions)
* It isn’t involves
* Business impact to solution providers / vendors
* Pricing subscription model vs. \_\_\_\_\_\_\_
* Compliance
* Compensation
* Verticalization

Goals

* Educate
	+ Sales professionals
		- Ours
		- Partners
	+ Adoption / Solutions
	+ Process
	+ Business impact
	+ Business analyst / LOB / End Business Users
	+ Why?!
* Expand
	+ Industry Specialist
	+ Specialty Partners
	+ Power Partners
	+ Associations (Hub & Spoke)
		- Local Chambers (Big) Member Benefits
	+ Traditional Channel
	+ New Markets
* Execute
	+ Different Comp. / Models
	+ Adoption
	+ Business Impact

How to sell to specialist LOB / End Users (for SP’s)

* Process \_\_\_\_\_\_\_\_\_
	+ What problem? Work flow
	+ Discovery Implementation
	+ ROI Configures
	+ Avoidance Audit
	+ Barriers / Objections Current State
	+ Objectives Business
	+ Audit Requirement
	+ Competitive review objections
* SaaS Implementation specialist process / technology
* Accurate the adoption of technology
* Modernization of partners / partner of future

Skills

* Perception?
	+ Access to software / training
	+ Empower sales
	+ Chance people not selling
	+ Selling solutions not just products
	+ Adoption of solutions

Routes

* LOB
* IT not involved
* Non-Traditional
	+ Routes
	+ Partners
	+ Markets

How to sell Solutions to End Users / LOB F2F

Process Top Expertise SS

* Sales / Tech
* Pre – Assessment
* Post – Assessment

|  |  |
| --- | --- |
| Environment  | Connections to CompTIA Goals  |
| Barriers  | Review Strategies  |
| Accelerators  | Changes / Recommendations to Council  |
| Goals  | ID Methods to Make progress towards goal |