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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 |