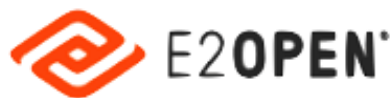




Club 50 meeting

The effects of Coronavirus on the Channel and
how vendors can help

Polling Results



The Spur Group



Ziftsolutions®

Sponsors



Club 50 Advisory Board



Craig Schlagbaum



Taylor Macdonald



Joe Sykora



Sandra Glaser Cheek



The Agenda

- Introductions and Club updates
- The 2021 picture where are Club 50 members – sharing the research results and discussion
- Group discussion – most important topic
- Meet the members – the group splits into small randomly created groups of 5-6 people so members can interact and get to know one another better
- Group reconvenes and final remarks.



The most important issue!

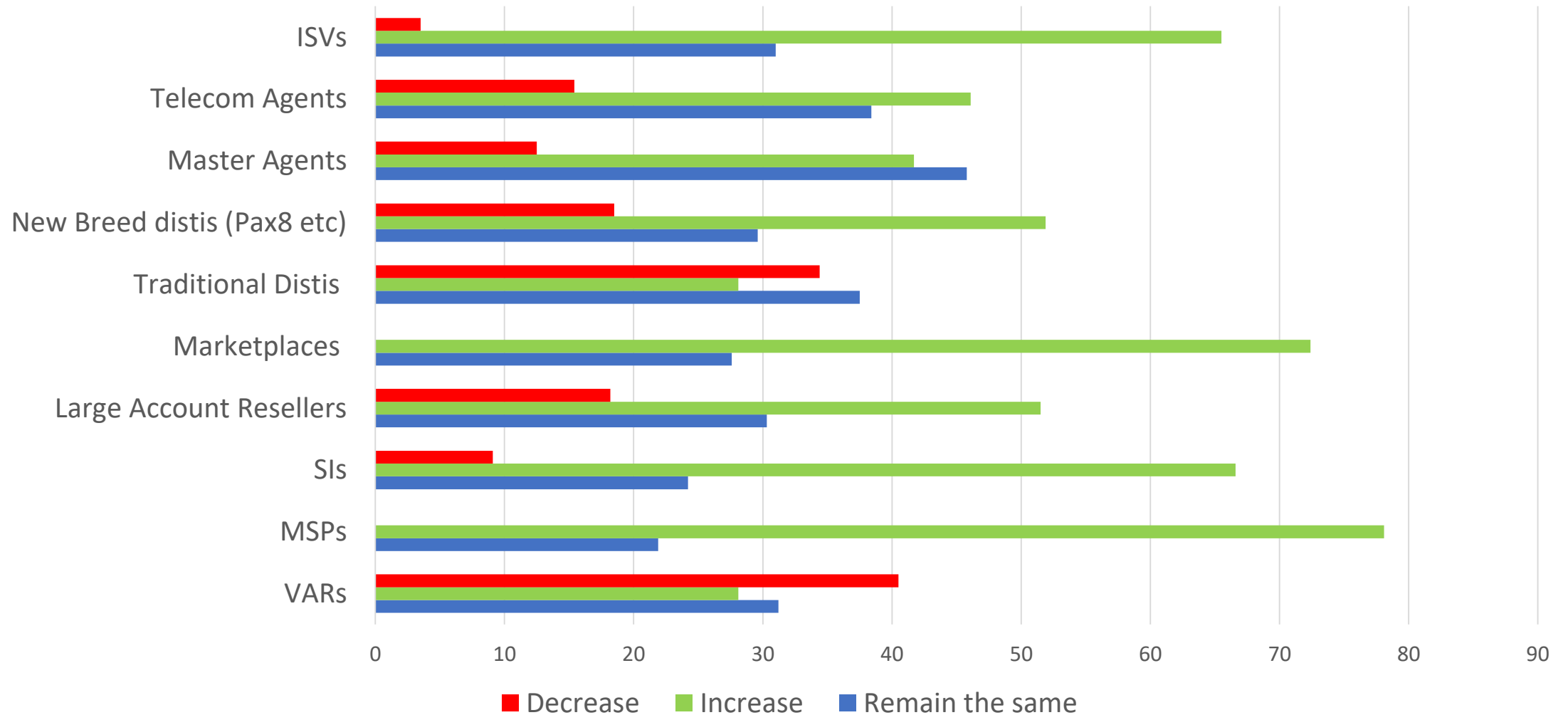
- As Channel Chiefs, what are our biggest challenges today?



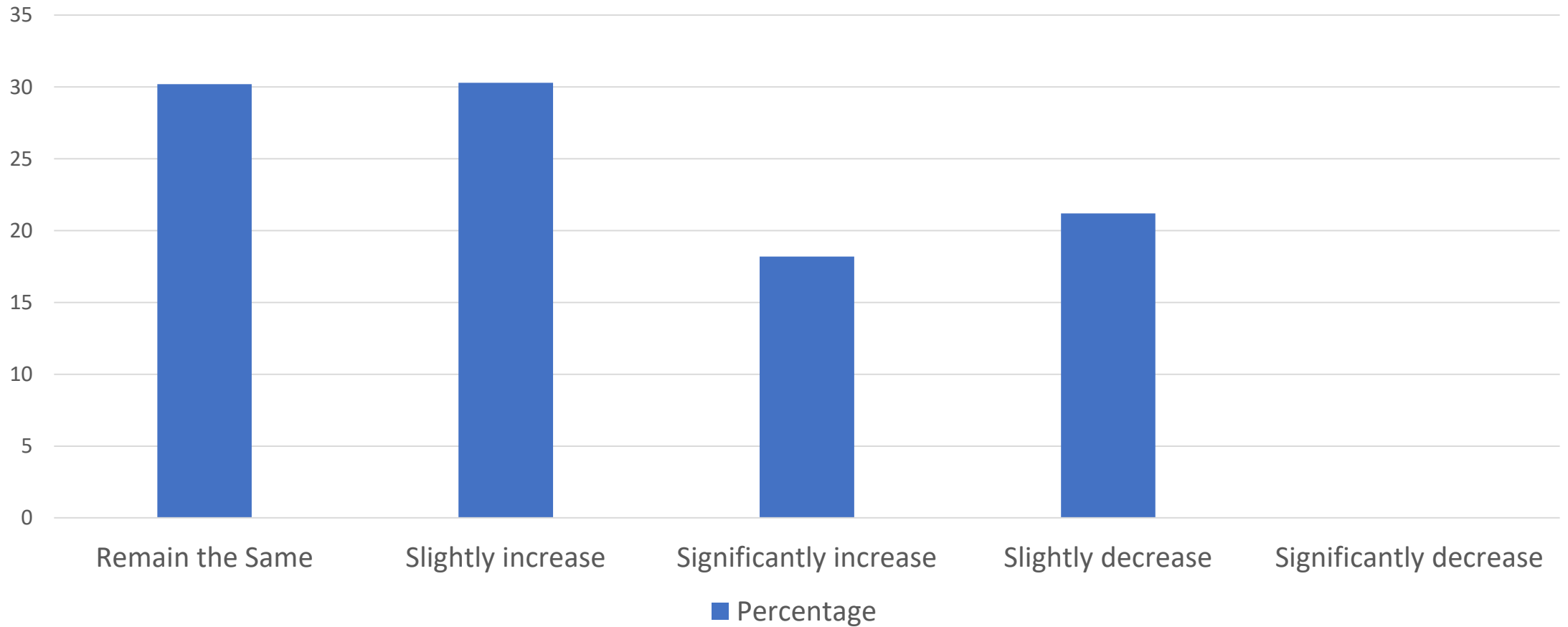
A look at 2021 – where are we?

The Research results

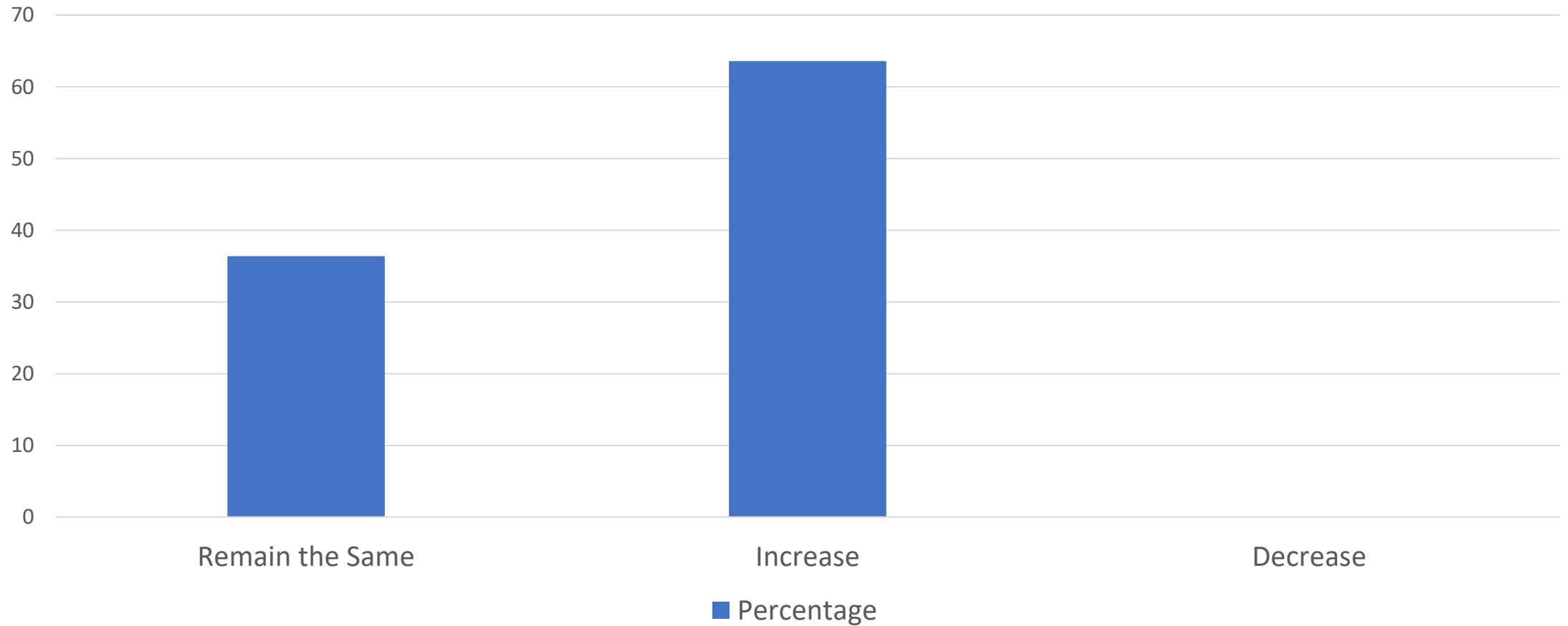
As you forecast 2021 do you see sales through the following channels



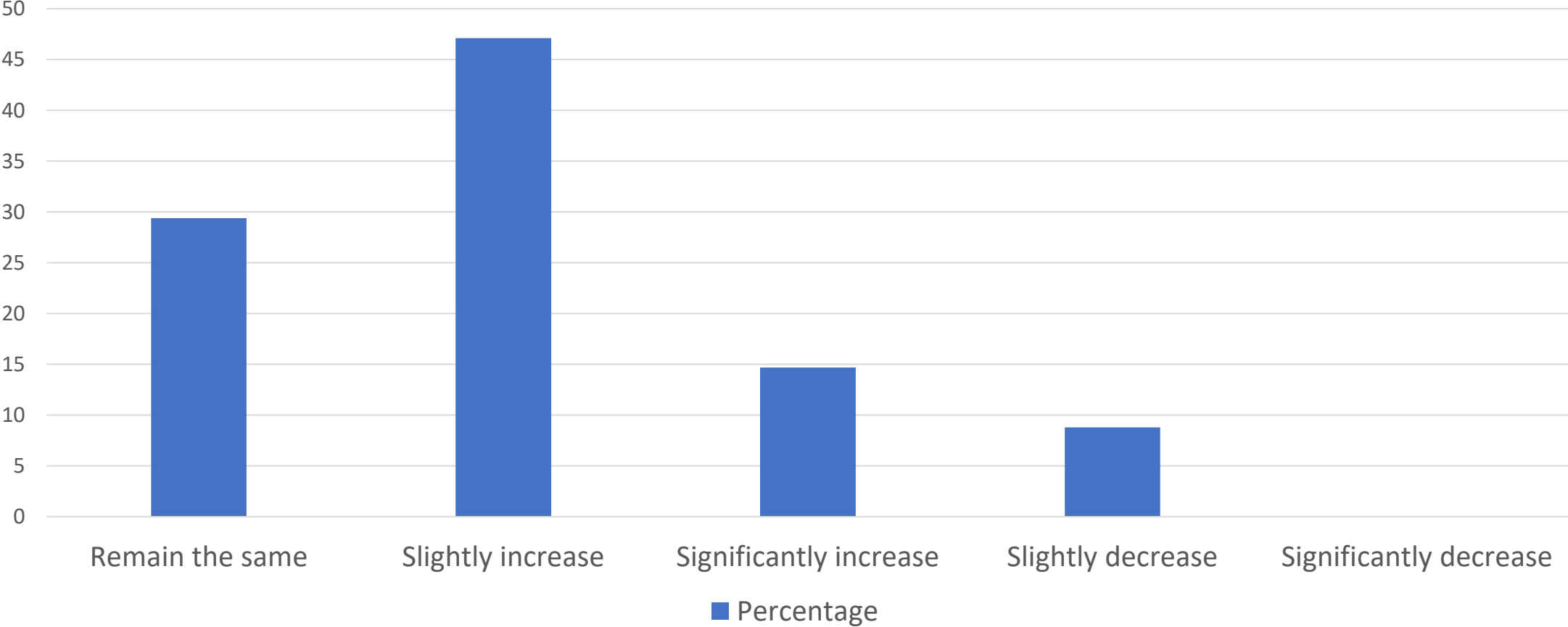
In 2021 is your Channel budget likely to?



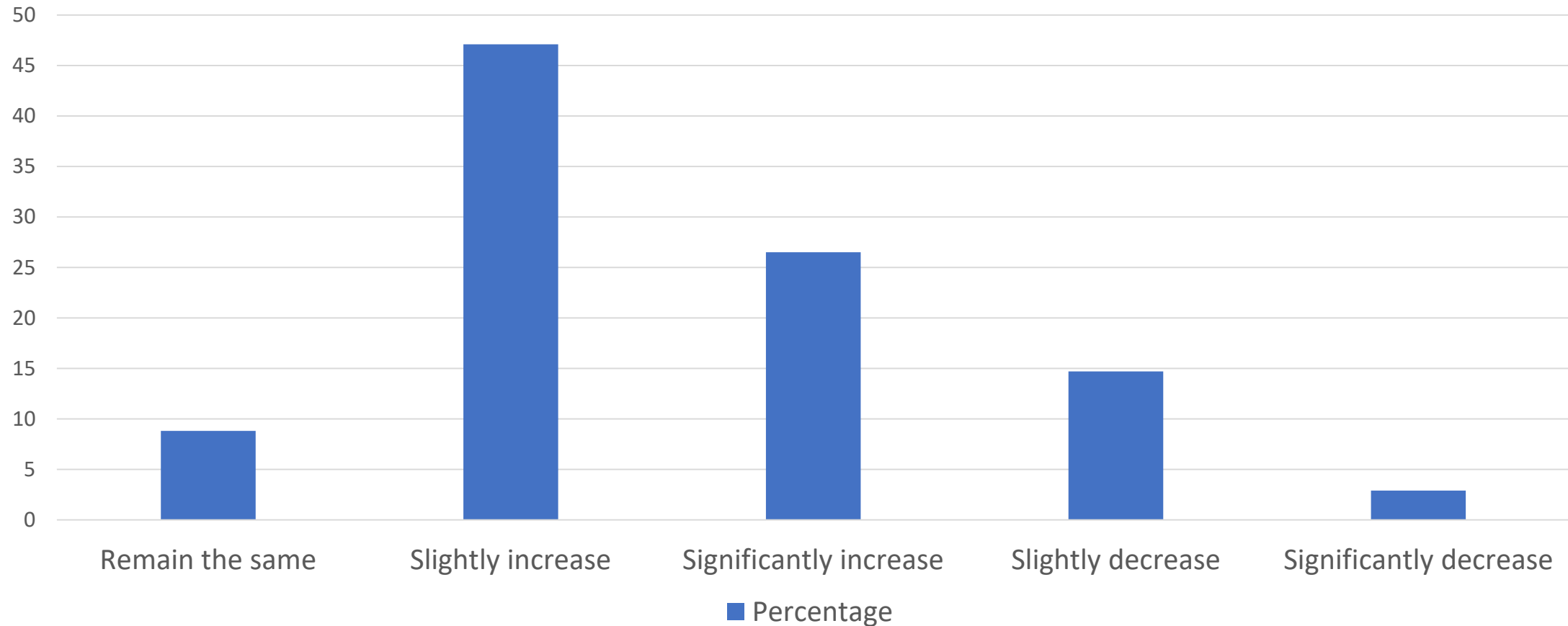
In 2021 in your Organization will the importance of the role of Channel Chief?



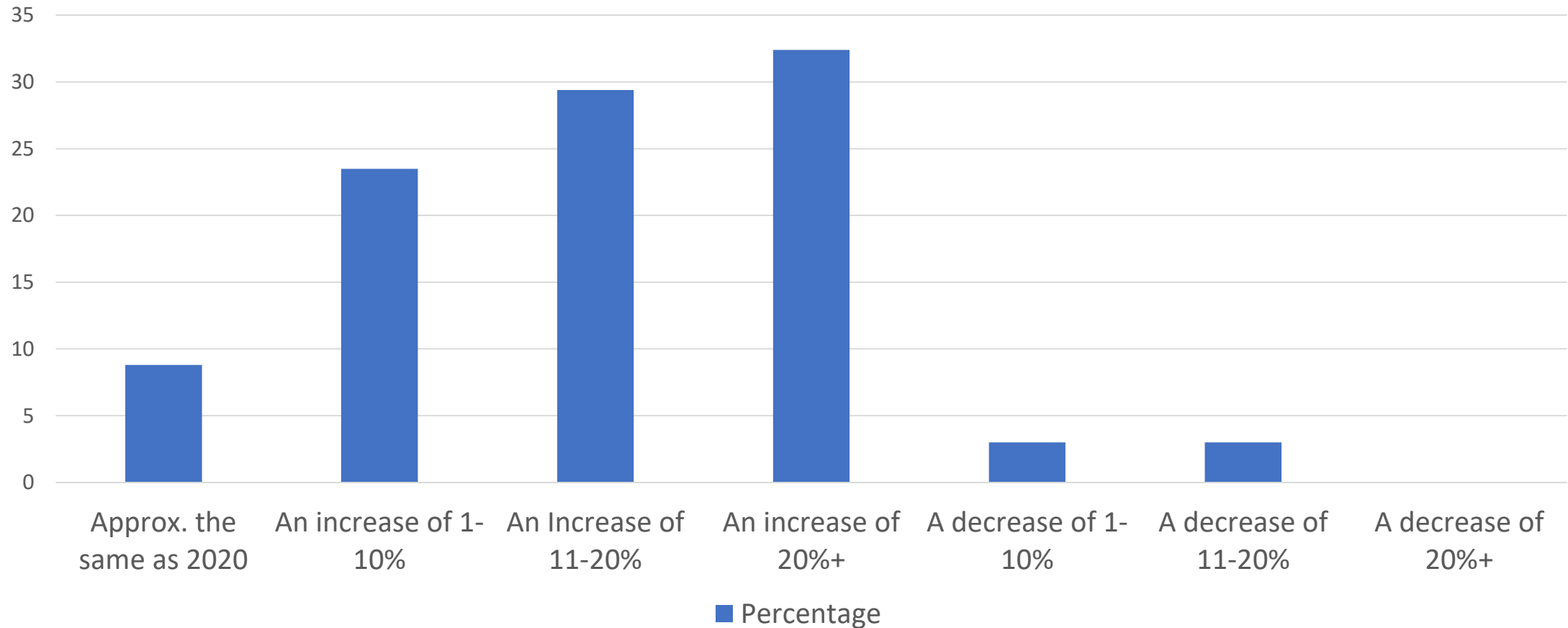
In 2021 is the headcount of your Channel team likely to?



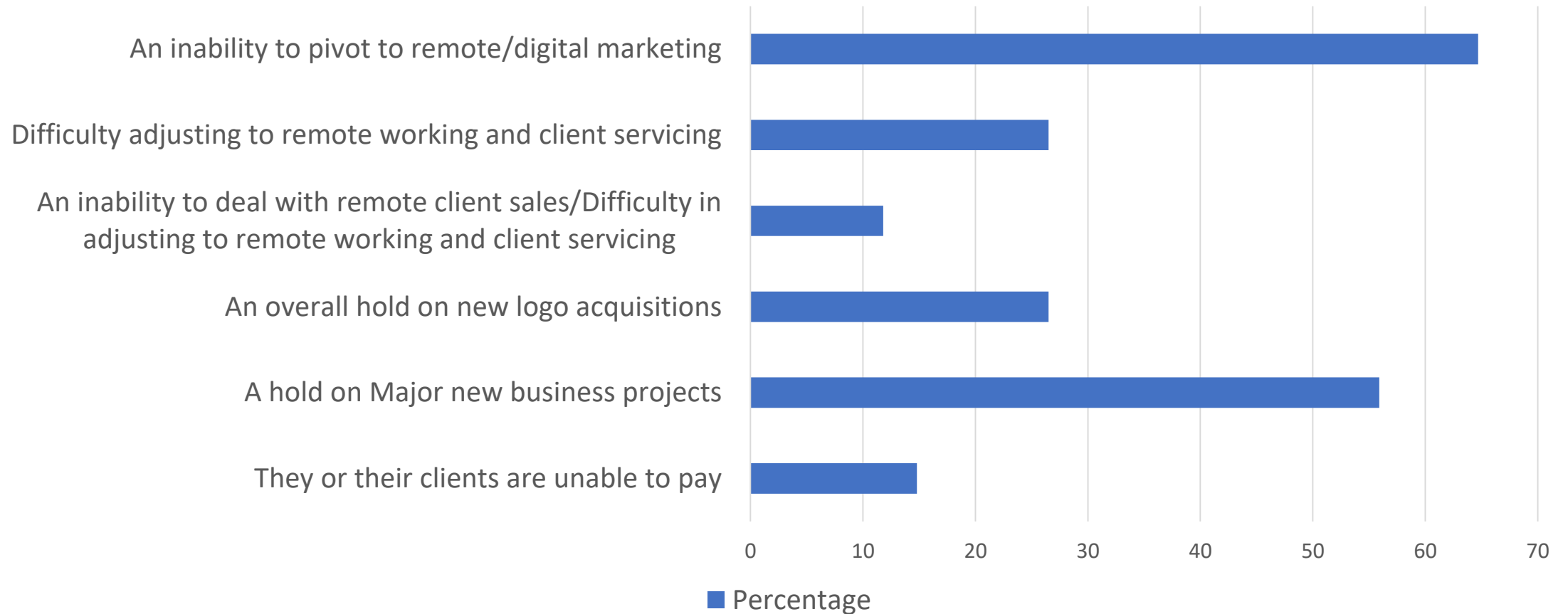
In 2021 are the number of partners in your Channel program likely to?



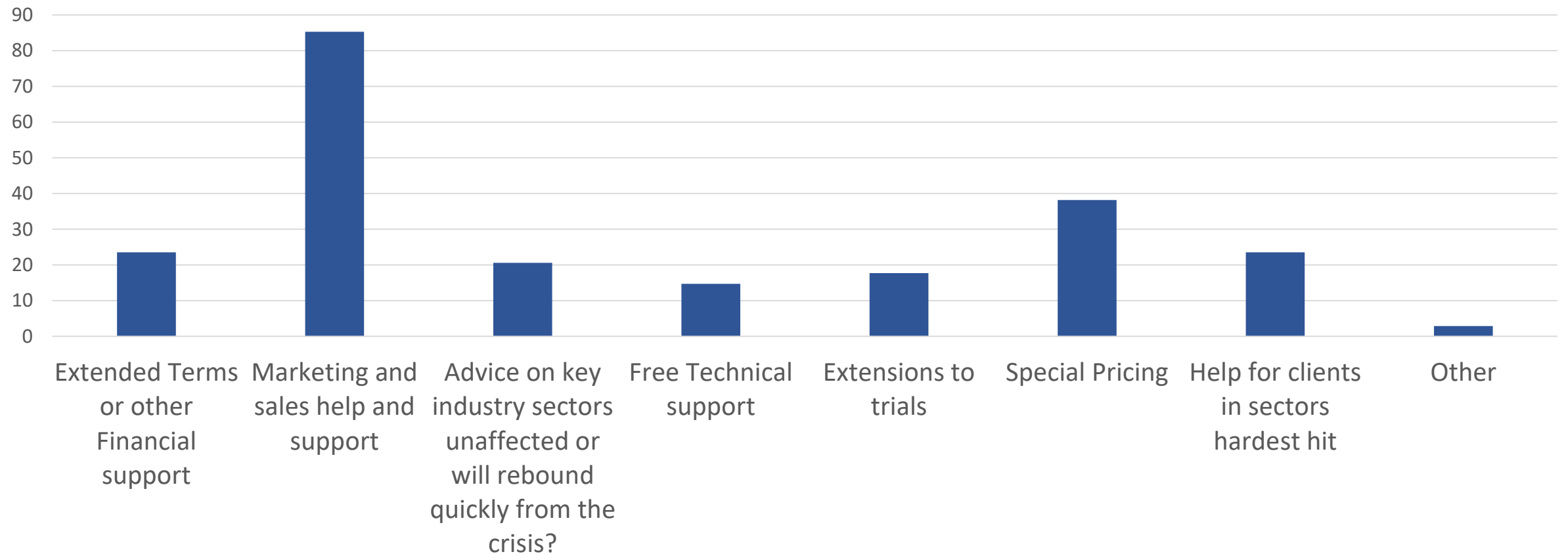
How does your forecast for Channel sales in 2021 compare to 2020?



What do you see as your partners biggest challenges in 2021? (check all that apply)



In 2021 what do you foresee as your partners most important request?



Which elements of your Channel strategy are you looking to change, or will you place more emphasis on in 2021? (check all that apply)

