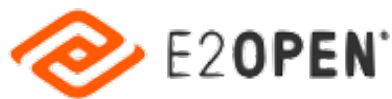




# Club 50 meeting

## April 2021



# Club 50 Advisory Board



Craig Schlagbaum



Taylor Macdonald



Joe Sykora



Sandra Glaser Cheek

# Sponsors





# The Agenda

- Introductions
- Club 50 updates and website
- Rod Baptie - Presentation: Key business trends among the most Successful MSPs
- Choice of 4 Breakout sessions please let Caleb know which group you want to join

# Choice of 4 Breakout sessions

Please let Caleb know which group you want to join

- 1. Changing partner compensation models – Taylor Macdonald**
- 2. Remote hiring best practices – participants share experiences – Sandra Glaser-Cheek**
- 3. Channel attribution – best practice in attributing channel derived/influenced revenues – Frank Rauch**
- 4. Justifying the Channel to the CFO – Craig Schlagbaum**



Club 50 potential next steps



# Website

- Profiles
  - Please complete yours
- Document resources
  - Training plans
  - QBR templates
  - Business plan documents
  - Etc. etc.
- Bachis will reach out



# Live event for Club 50

- Which do you think are realistic?
- September 2021?
- October 2021?
- Late Fall – November/early December?
- Not until 2022?





# Marketplaces – update

## Meeting dates

- AWS on verge of agreement
- Synnex – agreed finding date
- Pax8 – agreed next months meeting
- AppDirect agreed next months meeting
- Ingram – agreed next months meeting
- Azure - completed



# Potential sub groups

- Changing compensation models
- Create a framework for a partner scorecard
- Channel attribution
- Financial justification
- Tackling unnatural competition
  - Working in a market where the competition is buying market share
- Remote Hiring
  - Best practices plus panel of HR Officers



# Research average compensation for Channel Leaders and the components of that compensation

- Good or bad idea?
  - Volunteers to set up structure?



# Young Channel Team awards

- Whole team must be under 30
  - Can be from one company or for smaller companies multiple company groups
- Create a company
- Series of awards
  - Overall
  - Partner positioning
  - Marketing strategy
  - Rewards and Incentive strategy
  - Etc. etc.
- Volunteers to help



# Suggested speakers

- **Potential speakers**

- Chuck Robbins
- Futurist Ray Wang
- Jay McBain – but hasn't everybody heard him?
- Private Equity Group panel – what are they looking for?
  - Byron Deeter – Bessemer Partners
- CFO panel – how to address the Channel?
- CMO panel – marketing and the Channel



# Updates from

- Women's Leadership Council
- Diversity and Inclusion Council
  
- Valuable?
- Frequency?