

**Present:**

Company	Name	Email
Brocade	Joe Cannata	jcannata@brocade.com
CEdMA	Mike Dowsey (Speaker)	librarian@cedma.org
Genesys	Franz Obermeier	franz.obermeier@genesyslab.com
IBM	Vladimir Gajic	vgajic@ca.ibm.com
Infoblox	Bob Lucas	panloco@comcast.net
Informatica	Dan Johnson	djohnson@informatica.com
Member in Transition	Barbara O'Brien	bobriensan@hotmail.com
Member in Transition	Ken Hirsohn	hirsohn@yahoo.com

**Minutes**

**Sales and Marketing from the 2013 Business Survey:** Mike Dowsey reported what the survey says about sales and marketing activities within the membership. There was a lively discussion.

The [recording](#) of the session and the [charts](#) are available.

The final Business Survey results will be posted by Fr May 2<sup>nd</sup> on the website in **Members Only > Metrics** as the second item (the first will be "Using ClickTools" - new name). There will be PDFs and XLSs for the total input, by HW/SW/SaaS, by size of company, and by Education Business Model.

**Next Meeting**

The attendees suggested the following for future meetings:

1. Members describing how they use their most successful marketing process/tool – maybe 3 or 4 for 10-15 minutes.
2. For companies who have product/license sales reps who get a commission:
  - Do they get the same/less/more commission by selling education compared to product sales?
  - Can any quotas for each product line be offset? Are there multipliers?
  - Is club qualification affected by training sales?
3. What support to you get from corporate marketing?
4. The move from profit and loss to cost recovery – why? Has it worked?

Invitations will be sent out at least two weeks beforehand.