

## 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.