



### PSA Sales and Marketing Committee: Chairman Update

According to Webster, a committee is “a group of people appointed for a specific function, typically consisting of members of a larger group.” or “a body of persons delegated to consider, investigate, take action on, or report on some matter.” The 2018 – 2019 PSA Sales and Marketing Committee will do just that.

Our committee this year is diverse, talent ranging from the sales, marketing, communications and operations disciplines. I am excited that having such vast perspectives and experiences will allow us to deliver comprehensive ideas, tools and resources that will be valuable for PSA Member companies and the integrator community.

We have already begun preparing for TEC and are excited for the two sessions we will be presenting – “Creating Killer Content that Captivates and Converts” and “Successful Selling to Vertical Markets”.

In addition to our TEC sessions, we will be delivering monthly resources that will address common emerging challenges for today’s system integrators including formalizing sales training programs and building, delivering, analyzing and adjusting marketing campaigns that help to drive company growth.

If there are other major issues you are facing with your sales and marketing efforts, we are here as a resource for you. Send questions you’d like us to address or topics you’d like us to try tackling. We are very much looking forward to doing our part to help advance our PSA integrator community.

Robbie Danko, Chairman

PSA Sales & Marketing Committee