



## Gain Sales and Marketing Expertise to Grow Your Business

### Is sales one of your biggest challenges to growth?

Collaborating with MSP Sales and Marketing Professionals like you is a proven method for overcoming the challenge of transitioning from owner-led to non-owner-led sales, as well as elevating your sales team's skills to improve close rates and reach your sales goals.

Sales and Marketing Peer Groups are uniquely curated to provide the support and proven best practices you need to achieve greater success. Refine sales strategies and improve sales processes by collaborating and sharing knowledge with peers in MSP sales roles.

#### Participation in Sales and Marketing Peer Groups includes:

- Monthly *Microsoft Teams* Meetings (remote, 2-hours per month)
- Two-day Accountability Meetings (in-person, three times per year)
- Sharing an "ask" at each meeting (one item to move forward in your business)



### Develop Highly Effective Sales Processes

While MSP professionals have strong technical backgrounds, many struggle with developing their sales expertise and prospecting skills. Sales and Marketing Peer Groups bring together proven sales strategies and tactics from Pax8 Academy experts and your fellow MSP professionals to help you develop a highly successful sales team and build effective sales processes that drive revenue growth.



### Building a Community

Pax8 Academy Peer Groups are a community that empowers each participant to support all fellow members. Peer Groups provide the highest value when every member is committed to being present, actively participating, and being accountable to the group. To enable interaction and collaboration, members will have access to a unique *Microsoft Team* for their Peer Group, as well as the *Microsoft Team* for all Peer Groups in North America (provided in the Pax8 environment).

### Overview

#### Meeting Cadence

2-hours per month (*remote*)  
3 in-person meetings per year

#### Meeting Format

Focused on bringing value to the group and answering the "ask" of each member

#### Peer Group Size

6-10 members

#### Member Profile

MSP Sales and Marketing Professionals; geographically non-competitive

#### Facilitator Profile

Pax8 Academy Facilitator with MSP sales expertise

#### Cost

\$350 per month

#### Commitment

6 months, including 1 in-person meeting

**Pax8 Marketplace SKU**  
[Pax8 Academy Peer Group](#)

Benefit from a collaborative environment where you can develop close relationships with peers to share ideas, overcome challenges, and celebrate successes.

Get started

