

Partner to partner to consultant to partner

*Our recent news on our global alliance with P2P Global on Channelholic!
Thank you, Rich Freeman, for covering. Dave Sobel John Guido*

Hat tip to Dave Sobel, of the inestimable Business of Tech podcast, for connecting me with some folks offering MSPs help in two important areas.

The folks in question are John Guido, of P2P Global, and Leahanne Hobson, of Alinea Partners. Guido's business is a vendor- and disti-neutral marketplace where solution providers can find other solution providers to partner with on pending opportunities. Hobson runs a consultancy that helps solution providers hone their sales, marketing, delivery, and performance.

As of last week, members of the P2P Global ecosystem are now eligible to receive one of Alinea's "growth opportunity assessments." For a few heavily discounted thousand dollars, Hobson's team collects data on everything from service lineup, implementation capabilities, business development processes, and more through an online survey.

"We assimilate it, benchmark it, and make recommendations for where they can improve their portfolio by doing upsell, better bundling, addition of managed services, better packaging, and some of the fundamental things in their business such as their revenue to salesperson ratio," Hobson explains.

You'll also learn about expanding your service roster through partnerships, which is where P2P Global comes into the picture. The platform exists to help IT providers supplement their current capabilities collaboratively.

"No one single solution provider can do it all," Guido notes. "Folks need very deep skills in different categories."

Finding people with those skills, as everyone reading this knows painfully well, is especially difficult right now. "With today's recruiting environment, that takes too long to actually fulfill the deal," Guido notes. "Here you have, ready to go, companies that can commit and act as experts in security, or Cisco, or Amazon, or Microsoft, whatever it happens to be."

Companies that wish to list opportunities on the platform can do so for free, he adds. Those that wish to get pulled into opportunities as well pay \$200 a month and up."