

# How to Recruit & Retain Entry Level Talent in the Dynamics Channel



# Meet the Presenters

## Chris Young

- Education – BS in Accounting – Rutgers University 1992
- Founding Partner / CFO / HR – Clients First Business Solutions
- Been working in the Nav / BC Channel since 1997
- Very keen on hiring, developing, and retaining talent
- Executive Sponsor on all Business Central deployments
- Hobbies – Boating, Fishing, Automotive Work, Steelers Football



# Meet the Presenters

## Jacob Pepper

- Education - BA from Michigan State University 2023
- Partner Marketing Manager - Fidesic AP
- Been working in the Dynamics Channel for 3 ½ years
- Focused on all things partnerships, pipeline generation, and ecosystem growth
- Passionate about developing and supporting the next generation of Dynamics talent
- Hobbies - Biking, fitness, travel, eating and drinking my way around Southeast Wisconsin



# There isn't a Talent Shortage

- There is a shortage of *ready-to-bill talent*
- The pipeline exists, *it's just not working*
- Demand is growing faster than we can develop people
- We are competing for talent instead of building it



# The Talent Paradox

- Dynamics 365 demand growing *~11–12% YoY*
- Cloud ERP, AI, and SMB adoption accelerating this growth
- Business Central used by *50,000+* organizations globally
- *51%* report a Microsoft skills gap (*Nigel Frank 2025*)
- Partners turning down projects due to lack of talent



# The Talent Paradox: The Broken Pipeline

- Entry-level pathways are shrinking
- AI is replacing the work juniors learn from
- Mid-level consultants are overloaded filling the gap
- Hiring prioritizes “ready-to-bill” over developing talent



# The Experience Wall

- "Entry-level" roles require 1–3 years of experience
- Certifications expected before first job
- Client-facing expectations immediately
- Resumes filtered before humans review



# Why Partners Made This Tradeoff

- Billable pressure prioritizes immediate revenue over training
- ERP projects require low risk, high certainty
- AI and cloud raise the baseline skill level
- Hiring shifts toward “ready-to-bill” talent



# The Hidden Cost: Mid-Level Overload

- Delivering + mentoring + learning AI simultaneously
- Limited time to train or support new talent
- Expected to bridge experience + innovation gap
- Growing pressure to do more with less capacity
- Junior talent today becomes senior talent tomorrow



# What Actually Works?



# Methods to attract and hire talent

- Indeed, Zoom, LinkedIn Ads
- Recruiters \$\$\$
- Handshake
- Hiring from a Client (Not stealing)
- [Revolent](#) – Reskill (for Tech Talent)
- TechFluent (For CE & Power Platform)



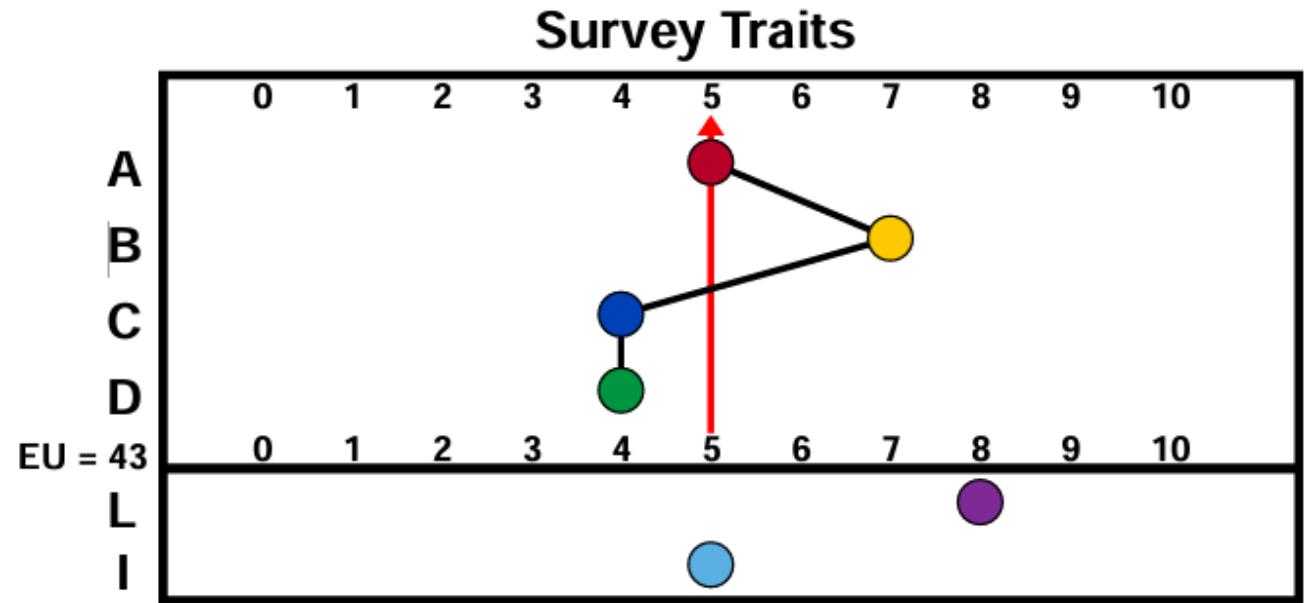
# How to retain talent

- Set Goals and Timeframes
- Scheduled Formal Check-Ins
- Promotions align with skill building
- Skills Matrix based on Job Requirements
- When reviewing the Skills Matrix, let the employee build their desired growth path. This will keep them motivated to grow. Knowledge is money.

## Employee Assessment



# Culture Index



- We believe in having the right butt in the right seat
- Someone's Culture is locked in, it's who they are, and it doesn't change
- Learn how they will fit in the position, and what they are motivated by

# Culture Index Examples

- Chris Young's [Survey](#)
- Jacob Pepper's Survey



## “Reskill”, A talent gap initiative

A comprehensive talent offering for the Business Central partner eco-system designed around minimal risks and a cost-effective pricing.



### Recruit

Tailored to your needs



### Train

Product & professional skills



### Coach

Based on an individual plan



### Community

Learn, share & network

Reskill is a Microsoft Learn Career-Connected initiative executed in close collaboration with Reskillt.

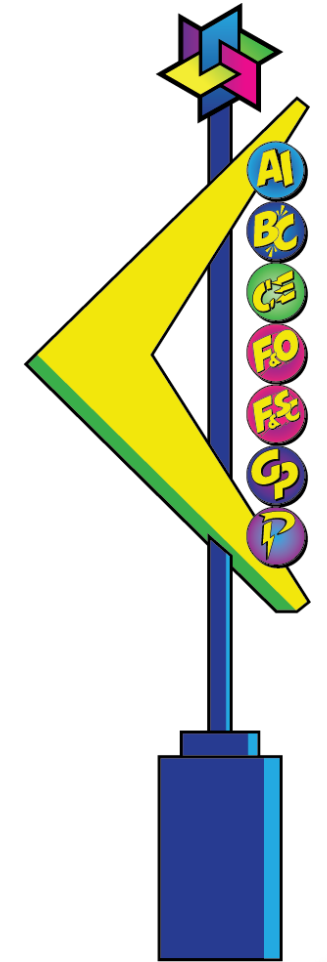


# How to lose talent

- Isolation – Not everyone is a self-starter: work with them and be a mentor
- Ignore growth path – If they feel it's a dead end job, why would they stay?
- Some will leave, but don't be the cause!



# The Opportunity



# Takeaways

- AI is raising the bar — not removing the need for talent
- The channel still depends on people, not just tools
- Programs like Reskill are part of the solution
- The ecosystem grows when we invest in it together





# Questions

