

CHALLENGE

How do you keep your products and services top of mind in all your partner sales motions?
Are channel sales flat even when providing strong competitive products and services in the market?
Are your competitors building stronger relationships with your partners?
Do your partners utilize your marketing material?
Would you benefit from identifying and lifting up your hi-po partners?

Most organizations do a great job managing their top tier partners through FTE field or inside sales groups but don't have the scale to cover their Tier 2 partners. Coverage is attempted by providing a partner portal or email campaigns but the problem with this approach is the sheer volume of information flowing to your partners from both you and your competitors.

OPPORTUNITY

Above are some of the common challenges facing organizations today. However, there is a great opportunity to drive more channel revenue by investing in coverage for your up and coming partners. Activating and nurturing your partners at all levels is imperative to achieving a healthy channel ecosystem and drive real value from your partners perspective. In this market more and more suppliers are vying for mindshare and gaining trusted partner status with your channel drives proven results. Providing tele based coverage to a select group of your partners results in increased channel revenue with proven ROI. CSG has worked with the largest names in tech providing these kinds of services with recognized methods and results.

SOLUTION

Identify

CSG begins with a discovery session to better understand your partner channel. How many partners do you have? Which are managed internally? What revenue growth have you seen within your channel? From there we will work with you to identify a group of eligible partners within your channel that would benefit from this type of program that are not currently FTE managed. Within this population a segment will be flagged for proactive program coverage.

Model

CSG utilizes effective resource to partner ratios to cover large groups of partners at a ratio of approx. 1:250 (varies on partner attributes size, etc). Introductions are made and resources will begin to analyze their portfolio of partners finding those most interested in building a relationship. Once relationships are in place your CSG team will provide management both proactively through regular outreach and reactively acting as a go to resource for partner support. The team will focus interactions with your partners around marketing motions, competitive assistance, licensing guidance, incentives in market and presales support.

Measure

In order to precisely measure results baseline revenue of the entire population must be tracked, preferably over the trailing 12 months. Take a snapshot of revenue as it stands today and track how it goes throughout the campaign. Compare your campaign partners with the rest of the ecosystem providing results in both real dollars and percentage of growth. Effectiveness of the program is very easy to discern when measured against a similar group of partners not covered with typical results of 20%+ partner growth rate vs. single digit growth on non-managed partners.

Report

While the final result is basic ROI determined by revenue growth/program costs, CSG tracks a significant amount of data to provide leading indicators; pipeline creation, partner satisfaction, partner feedback, adoption of marketing materials/campaigns, engagement levels and any other metrics helpful to our stakeholders. CSG can provide scorecards and interactive dashboards directly accessible to our stakeholders in real time.

ROI

Track the revenue growth to your organization and assess it against the overall channel program cost. 10x? 20x? We've regularly seen returns even higher. Would you invest approx. \$30/month/partner for double digit growth? Can you afford not to?

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