



Best Practices for Building and Growing an Indirect Sales Channel

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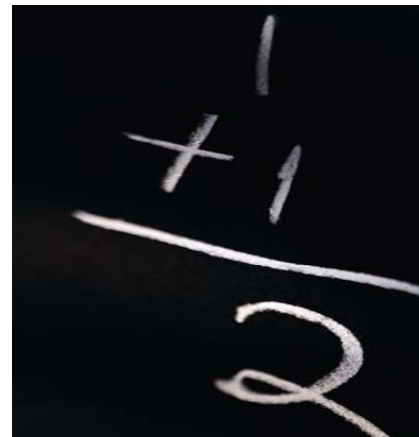
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Start with the 3 KEY Questions



- What can the partner offer your company (and is it worth the cost to you)?
- What can you offer the partner (and is it worth the cost to them)?
- Does $1 + 1 = 3$???



Partners are an Investment and an Asset



Technical/Sales
Training

Comprehensive sales and product
education/certification

Sales
Investment

Sales training, collateral, marketing
materials, lead generation, tools and
product positioning

Marketing
Commitment

Develop initial marketing/sales
plan. Opportunity development
activities.

What can the partner offer your company??



- Reach.. *Increase the feet on the street*
- Better Economics for capturing new clients
- Quality customer implementation and support
- Local Presence
- Integration with other products to create a whole solution
- Industry or Vertical Expertise
- Buying vehicles.. *CMAS, GSA, ...*
- Customer relationships
- Product Awareness
- Certifications that you may not yet have...



Key Elements that Affect Success aka - What the partner may need from you



- Partner Program Elements
 - Joint Marketing, Marketing tools, Messaging, collateral, Lead sharing, PR, MDF, Coop ...
- Partner Sales Tools
 - Presentations, demo capabilities, competitive positioning, ...
- Training and Certification
 - Quality sales and technical training
 - Testing/Certification for quality control
 - Enable them to provide services and support
 - Access to documentation and white papers

Key Elements that Affect Success aka - What the partner may need from you (cont)



■ Partner Economics \$\$

- The model needs to allow them to make good, sustainable margins (varies based on market maturity and product awareness). Often ranges from 15%-40%, - more mature products tend to be lower on the scale and sometimes even less margin.
 - Use this intelligently to motivate the right behavior (e.g. New account bonus, account registration bonus..)
- SaaS solutions (On-Demand) can offer an additional advantage to partners by allowing them to share in the ongoing revenue stream (this creates an incentive for long term customer satisfaction)

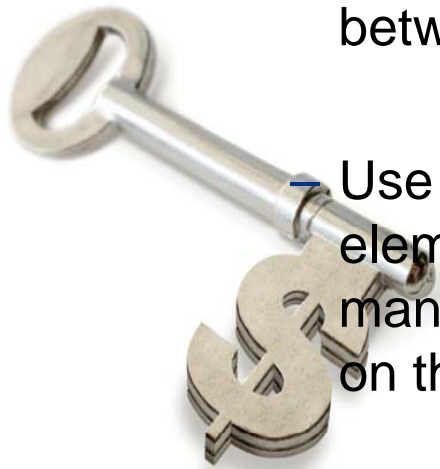
“The gift that keeps on giving”

Key Elements that Affect Success aka - What the partner may need from you (cont)



■ Sales Collaboration and your Sales Ecosystem

- Rule #1 : Do Not Compete with your Indirect Sales Partners
 - A Channel Neutral Sales Comp Plan can go a very long way towards creating a strong collaborative selling engine between you direct and indirect teams



- Use your direct sales team to assist partners with complex elements of the sales cycle.. Allows your team to manage many more concurrent sales opportunities than they can do on their own

- Share leads  Bidirectionally



Partner Support Model...





QUESTIONS...