



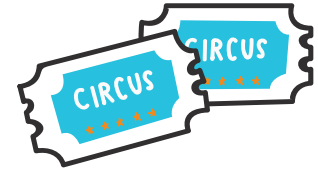
CHANNELASSIST
INFLUENCE ENABLE REWARD

Channel Sales Are Like a **3-RING CIRCUS!**

Here's how to shine the spotlight
into your ring, reduce the
distractions, engage channel
sales reps one on one and
drive more revenue!



GET ENGAGED - THE CIRCUS IS IN TOWN!



You invest in indirect sales reps to grow revenue and expand your brand's reach, but are you getting the attention you need from the reps to achieve these things? The outside influences on any one sales rep are overwhelming and varied. So many vendors are vying for their attention, it becomes like a 3-ring circus. Some vendors throw money at them, some try to be the loudest with their marketing, some simply do nothing and hope for the best. None of these responses try to engage the sales rep one on one. But it all really comes down to personal engagement – shining the spotlight on your ring in the circus to reap the highest sales.



And the stakes are high! More than 60% of companies say channel partners contribute to their overall revenue.² What does this mean to you? You're not the only company that's relying on channel partner reps to succeed. Staying in the spotlight of this great, big circus and top of mind is the only answer. When you put the right program, processes and technology in place to support channel success, the results will amaze you:³

- 28% shorter sales cycles
- 12% higher lead conversion rates
- 13% more channel sales reps achieving quota
- 10% more sales teams achieving quota

For channel sales reps, the spotlight is shining on everyone at once – all 20, 50, 100+ different brands that they sell. You need to do something direct and influential to shine that light squarely on you. One-to-one engagement and communication with channel reps can make this happen like nothing else. It's time to open up a 2-way dialogue, show that you're there and you're listening. That's when the magic happens. That's when the revenue starts to flow in!

DID YOU KNOW¹:

The #1 (78%) reason companies use channel sales reps is to improve market and buyer access?

IT'S TIME TO NOT JUST JOIN THE CIRCUS - BUT RUN IT!



When you go to a classic circus, there are always certain acts that you expect to see, clowns, jugglers, trapeze acts, animal shows. Who can resist those old standbys? But a circus that's truly great is one that mixes up those performances and keeps them fresh year after year to keep audiences engaged. This is what you need to do with your channel engagement program. There's a foundational component, like the SPIF platform, and then there's the wow factor or the differentiators such as education and gamification. You need both! The expected foundation mixed in with the unexpected to run a truly great program that channel reps will return to time and again.

Be the Ringmaster. Take Control of the Show!

- Best-in-class companies are 47% more likely to deploy a channel sales solution.³
- Shine the spotlight on yourself in the center ring and cut through the distractions coming from multiple competing vendors.
- Make sure the channel reps' eyes don't leave your ring for fear of missing something truly great.
- Keep reps focused by offering a channel engagement program that they won't want to miss, with products that they are educated on and excited to sell!

Put Up Playbills All Over Town. Build Hype and Anticipation for Your Program!

Just like a circus is promoted long before the first tent pole goes up, make sure you onboard channel reps, their management and your teams with plenty of hype and fanfare. Get channel sales reps excited about your channel program, and continue to hype it throughout, and you will attract a larger audience and increased sales. And remember, maintaining long term participant engagement from even the smallest partners, will enable you to grow revenue at a lower cost. It's important to build your program for the long haul!



DID YOU KNOW¹:

67% of companies expect indirect channels to become more important to them over the next 18 months?



Clown Around. Don't Get Too Serious!

- Keep introducing new promotions to your program to add fun and keep channel reps interested.
- Don't forget gamification, which brings the power of play to learning and earning.
- 79% of corporate learners and students said that they would be more motivated and productive with gamified learning. Make it fun and they'll keep coming back for more!⁴

You're Spinning a Crazy Number of Plates on a Stick. Keep Them Spinning!

Rep engagement and sales optimization are difficult under any circumstances, but it becomes exponentially more difficult when you're dealing with channel partner reps who are at arms-length, at best. They're like plates spinning way up on that stick. Keep supporting them, keep engaging them and they will continue to spin your way.

You're on a Tightrope. Don't Lose Your Balance!

- Channel programs walk a fine line between profitability and incentives.
- Ensure that your channel engagement program delivers the ROI that you need, by driving the revenue that balances out the rewards.

There's a Lot Going on Under the Big Top. Don't Lose Focus!

- It's a big job appealing to diverse sales audiences and keeping their attention.
- The key is 1:1 communication and engagement on a regular basis.
- Add variety via your educational vehicles and promotions, and never let channel reps get bored or complacent with your program!



DID YOU KNOW¹:

Fewer than half of companies (47%) consider their indirect sales channels effective?

Don't Just Put on a Juggling Act. Put on One That Blows Their Minds!

Why juggle balls when you could juggle chainsaws? If you're just giving a SPIF and doing nothing else, then you're simply doing the usual juggling act. But, if you add unexpected thrills like gamification or exciting promotions, then it's like watching someone juggling roaring chainsaws. Do something extreme and change it up every time, and they'll come to your circus year after year. That's the sort of loyalty and repeat visit you want for your channel engagement program, so fire up the chainsaws!

You're Teaching the Lions, Not Taming Them. Never Give Up!

- Lion taming is all about constantly engaging while teaching. Use your channel engagement program as your key training platform, so you can analyze rep progress and encourage higher achievement.
- Only 35% of companies have effective training and development for channel sales reps.¹ Training reps instils confidence and trust in your product and creates brand champions.
- 71% of channel reps say they are unable to close deals due to their lack of knowledge.² Keep them trained and help them close!
- Channel partners take over 9 months to become productive.² Tailored communications for ramp up and ongoing training and coaching are essential!



On the Trapeze, Catching and Launching are a Matter of Life and Death. Ensure Both Sides are in Sync!

Make sure that channel reps are catching what you're launching their way. Otherwise, they're going to miss all of your info as it falls to the net below. Use your program's analytics to check in on their individual and team training progress and address any problems immediately. Employ rep surveys to not only gain feedback on your program but also to learn how your brand is faring against the competition. And use that intel to optimize your positioning!





Everybody Loves Magic. Let Technology Create the Magic for You!

- Technology is the magic that makes a channel engagement program run.
- Yet only 46% of companies use channel engagement technology!¹
- This is an opportunity to shine the spotlight on you and your products, given that 54% of companies aren't even in the ring!¹

Teach Reps to be Like the Peanut Vendors in the Stands – Always Working for Higher Sales!

Your channel engagement program should be proactively incenting channel reps to increase your share of wallet, with promotions, bundling deals attached to SPIFs, and good old-fashioned training on how your products should be cross-sold and upsold. Incent reps to get the audience to buy that extra bag of peanuts and spend more than just the value of the entry ticket!

Set Up a Wide Safety Net. Ensure You Have the Best Support!

You can build a lasting, successful channel engagement program, achieve your desired business outcomes and drive sales growth – but you don't have to go it alone. You wouldn't try to stage a circus yourself, so why would you try to run your own channel engagement program?

With our industry-leading platform that delivers unmatched 1:1 engagement, training and communication with channel reps, you can achieve the business results you need. We can help you design, implement, manage and measure your channel engagement program. It's time to increase revenue, build sales confidence, improve channel visibility, collect and utilize business analytics, and boost reach and engagement while keeping it fun!

Go to our website to learn more about how we can help you not just join the circus but be the ringmaster!



LET'S DO THIS!

Sources:

1. SMA, Research Report: Enabling Indirect Sales Channels, 2017.
2. CSO Insights, Channel Sales Optimization Study, 2016.
3. Aberdeen Group, Territory, Training, Technology: Best-in-Class Channel Sales Management, 2016.
4. Talent LMS: Gamification Survey Results, 2014.