

5 THINGS

every vendor can do to build stronger partner relationships

INFOGRAPHIC



LISTEN

It's good to talk, but better to listen. Survey your channel and competition to enhance programs. A little investment goes a long way in this area. Organize Channel Councils, with both vendor and channel partners present.

EDUCATE

How can strong relationships be built if people never meet? Involve cross functional teams in channel meetings to educate parties in all aspects of the channel program.



SERVICES

The first 12-18 months incur the most cost, so recurring revenue is the end goal. Be transparent with the channel. Ease of doing business is a critical success factor for partners to understand and partake in programs.



ASK THE PARTNER

Listen to your channel. Use CRM/PRM to capture information. Generate a reseller heat map to visually capture data and churn poor performers. Manage change appropriately.



MAKING IT WORK

Managing channel programs is difficult. The key is to align vendor goals with channel operations. Making it work requires understanding, automation and driving end-to-end relationships.

