



Apply the power of indirect selling with our Channel Partner Services™

Extend your reach and influence. Now your product or service gets to more potential buyers faster and you can track the return on your channel investment.

Buyer engagement is everything.

Led by a team of channel professionals with experience in both vendor and partner communities, our channel partner services combine a mix of sales and marketing tactics to engage and support channel partners.

Your partner's go-to partner.

Our outside-in approach makes program adoption and execution seamless. A centralized approach to concierge marketing allows for relationship building, better pricing, turnkey program execution, and lead management, tracking and reporting.

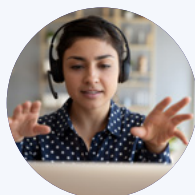
Explore our offerings.

Understanding your goals is the first step to create a winning channel plan that drives demand for your business. Contact us today to discuss creating a tailored program to meet your channel development needs.

We specialize in:



Developing new channels to reach your ideal customer profile



Managing day-to-day execution of your channel partner program



Providing cutting-edge marketing services to help your partners grow

Services tailored to your needs.



Development Services

- Channel strategy
- Market intelligence
- Ideal partner profile
- Value proposition
- Partner recruitment
- Readiness materials
- Letter of Intent
- Negotiation
- Contract support



Program Management

- Account management
- Regular sales training
- Deal support
- Pipeline reporting
- Escalation handling
- Incentive management
- Infrastructure
- Satisfaction surveys
- Reporting and analytics



Marketing Services

- Marketing strategy
- Content creation and design
- Direct mail
- Social marketing
- Lead generation
- Digital advertising
- Appointment-setting
- Webinars
- Marketing scorecard