



A guide to better channel engagement

Creating a program that enables you to quickly onboard and upskill your partners, and ultimately motivate their salespeople to sell your products and services, is not an easy task. We recommend our prospective customers to consider the CR Channel Partner Growth Model - developed in-house from our years of experience working with channel sales.

Our customers use this personalised and goal-oriented framework to form the core pillars of their programs. Before you build and design an incentive program, it is important to make a full assessment of your partner eco-system, to ensure you are working with those who will help your business grow and thrive.

CR Channel partner growth model



Assess

1. Align your programme to your sales goals.
2. Understand each partner's skills, specialities and goals.
3. Target the partners that are best placed to meet your business goals.
4. Identify who within the partner organisation can help you achieve your targets- Sales Reps, Business Managers, technical Pre-Sales and Sales Engineers for example.
5. Seek permission from the partner Principal - this secures 'buy-in' from the top and aids compliance.

Engage

1. Demonstrate the ROI to the partner stakeholders and build your plan together.
2. Agree clearly defined targets that will deliver mutual benefit, as well as key performance indicators (KPIs) to track throughout.
3. Keep the targets simple and attainable so they are easily understood by all parties.
4. Launch the program to the sales teams with impact. Remember it is a busy, competitive channel. You must grab their attention and get them bought in early.
5. Initiate a regular communications plan to promote, land and imbed your program. Explain your goals and how easy it for them to achieve and be rewarded for their efforts.

Onboard

1. Your program is live. People are registering to take part. This is just the start of the journey.
2. Ensure that participants are instantly hooked - what is in it for them? Give them a clear dashboard view of what is expected and how they are tracking against target.
3. Emphasise the rewards that are available if they succeed, what are the 'Give and Gets'?
4. Personalisation of the journey is key to engagement. If it feels relevant to an individual, they will be more engaged.
5. Gamification - make the process fun. Just sending a spreadsheet around isn't appealing. Utilise creative branding, badges, leader boards, points as ways of delivering performance and competition to the participant.

Educate

- 1.** Salespeople will sell what they understand best. Help them upskill and learn about your products and services.
- 2.** Enable them to get quick answers through easily accessible collateral and sales tools.
- 3.** Empower them through regular support and easy access to your teams of experts to guide them through complex sales plays.
- 4.** Give them chance to ask questions and learn from your specialists face to face or via webinars, training videos and boot camps.
- 5.** Invest time with your partners sales team and they will invest time with you. The returns will be more than worth it.

Activate

- 1.** Getting people on board is tough. Keeping them onboard is harder.
- 2.** Use Sales Floor Activation Days to launch and keep momentum with the sales teams, bring value through training and support and build brand loyalty through introducing fun and rewards.
- 3.** Make it easy to 'do business' with your business. Remove red tape and make your people and your information accessible to them.
- 4.** Encourage repeat good behaviour through rewarding success at each milestone.
- 5.** Keep communicating on a regular basis. Share best practice, rewards people have earned, tips and tricks to aid sales and how performance metrics.

Grow

- 1.** Never rest on your laurels. Operate a continuous improvement model as the program grows.
- 2.** Communicate and send regular reports to key stakeholders in your business and partners'.
- 3.** Analyse your program success at key milestones against the KPIs that you set out before launch, and consider tactical promotions to boost engagement where necessary.
- 4.** Get feedback from the partners, the sales teams, your Partner Account Managers - what works, what doesn't, in their view.
- 5.** Don't be afraid to adjust. If something is working well in one area, introduce it to another. If something is not working, make changes based on feedback and insights from others.

We have seen huge success with our customers by using this simple model. We understand that your partner eco-system is always subject to change, as are your company and personnel. By building a framework that is flexible enough to facilitate those changes, that allows you to adapt and grow as and when you need to, we can help you build a program that will grow and deliver success in line with your needs.

When you choose to work with CR, you get more than a supplier that can provide rewards, more than a business that can provide a software platform, event services

or programme support. We do provide all of these services, but what sets us apart from our competition is our vast experience and knowledge in consulting, designing and creating channel incentive programs from scratch. In fact, since 2002, we have helped hundreds of Technology businesses build programs that engage, enable and motivate their channel partners.

We specialise in helping tech companies build stronger and deeper relationships with their channel partners, which in turn results in increased ROI and profit growth.



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