

Elevate Revenue

with Stellar Channel Partner Collaboration

75%

According to the World Trade Organization, 75% of world trade now flows through indirect channels. This means partnerships have never been more crucial to driving revenue.

Channel partnerships are nothing new, but today they should be given top priority as changes in the buyers' journey shift the selling landscape under our feet.

The impact of a thriving channel partner enablement ecosystem is vital. Partners are now expected to do more than just basic reselling, implementation support, or providing value-added services. They're expected to solve complex problems with these combined solutions.



Companies that effectively enable their channel partners, achieve:

28%

shorter sales cycles

12%

higher lead conversion rates

10%

better quota attainment overall¹

4 Essential Steps to Ensure Channel Partner Success

To ensure your partners are capable, well-resourced, and delivering on your revenue goals, follow these 4 steps:

1



Recruit Smarter

Identify and onboard partners who have a strong customer enablement strategy and a proven ability to sell. Work with partners who already have a solid reputation with their own customers.

Best Practice Tips:

- Review a prospective partner's current portfolio
- Uncover their track record of challenges
- Ask them for their wins with other partners

2



Inspire & Support

Adopt a partner-focused, concierge-type strategy to help your partners decrease revenue leakage—and help identify upsell and cross-sell opportunities.

Best Practice Tips:

- Invest twice as much in your channel partners²
- Share updates, news, and insights regularly
- Guide partners in the best use of partner funding programs and resources

3



Accelerate GTM

Arm your partners with the right sales materials to engage clients—from webinars to email campaigns—and ensure they know when and where to use them.

Best Practice Tips:

- Invest in truly engaging, educational content
- Deliver content on a regular basis
- Develop content around your partner's insights

4



Nurture

Enable your partners to deliver customer success independently by providing a self-serve ecosystem that empowers them with the resources.

Best Practice Tips:

- Develop build-with, sell-with, and go-to-market services
- Design a highly specialized management team
- Invest in technology that can aggregate and share resources

High Performers Recognize the Value of Investing in Their Channel Partners

17%

of their total marketing budget to channel marketing (SiriusDecisions, 2019)

62%

have some form of ongoing partner enablement in place for multiple partner personas (SiriusDecisions, 2019)



¹ <https://aberdeen.canto.com/v/AberdeenResearchHub/s/KT2EQ?viewIndex=0>

² David Pereira, 20 Compelling B2B Channel And Partner Marketing Statistics, July 25, 2019, <https://www.getlift.com/blog/20-b2b-channel-partner-marketing-statistics>