





**For years, technology companies have expanded their Partner ecosystem with the goal of further developing and growing their business. The process typically involved identifying Partners capable of driving technology solution sales and offering certain value to those Partners to motivate them to sell more.**

As the adoption of Cloud solutions becomes more prevalent within small and midsize companies, technology providers see these prospects as the leading catalyst for net new customer revenue growth – and they are looking to their Partner ecosystem to help them sell those Cloud-based solutions.

**62% of high performers have some form of ongoing partner enablement in place for multiple partner personas. – *SiriusDecisions***

## **An Industry-Wide Challenge: Selling New Technology to a New Market**

In today's technology landscape, it's clear that the impact of a thriving sales Partner ecosystem is vital.

Cloud technology companies have learned that to be successful, they must create, nurture, and motivate large Partner networks to deliver greater retention and long-term revenue. To mitigate risk and increase this revenue, providers have approached their network of Partners to develop new competencies and help to solve an industry-wide challenge.

Partners have always been positioned as an extension of the technology providers' sales team. However, due to their relationships and insight into growing midmarket and SMB needs, these Partners are increasingly viewed as the primary front-end Cloud sales drivers. Partners are expected to do more than just basic reselling, implementation support, or providing value-added services.

Unfortunately, not every Partner is equipped to make the transition required with Cloud-based sales. The financial model significantly changes for Partners as they move from receiving money upfront after a sale to receiving smaller sums of money on a recurring basis. In the recurring revenue model, Partners become more cash-flow challenged and need to prioritize how much spend is required to build out new business practices. This presents a challenge for many Cloud technology companies, forcing them to evaluate and determine which Partners are best equipped to make the change from selling and enabling on-premise solutions to enabling Cloud-based solutions.

Cloud technology providers are realizing that finding Partners who are willing and capable to resell product isn't enough. Due to the change in economics for technology providers, they must become more actively involved in driving success in their Partner ecosystem.



## Enablement Programs Alone Aren't Sufficient

When attempting to ramp up product sales, a natural approach for many technology providers is to develop enablement programs. Typical enablement programs focus on low-touch, high-volume, self-service methodologies to provide tools and training that, theoretically, help Partners effectively engage their audience and move prospects through the buyer's journey.



Much of enablement comes in the form of documents, marketing campaigns, and events. These materials are provided to the Partners, but the onus is on the Partners to invest time in locating the content, deciphering the content, and then training their team – all of which are investments for Partners. The challenge is that Partners must weigh the benefits of utilizing their employees to search for these materials or to have them out selling.

One common approach to overcome this challenge is for technology providers to spend money on marketing campaigns to develop leads, deliver those leads to the Partners, and then expect Partners to close the deal.

However, trusting that Partners can convert these leads into revenue is not always realistic. Many Partners have limited experience selling Cloud technology, so self-service Partner enablement programs do a poor job of identifying which Partners will be most successful in advancing opportunities. Therefore, this process often leads to frustration for both Partners and providers. When Cloud technology companies take an enablement-only approach to Channel Partner programs, they are handing over the reins without giving Partners enough expertise to succeed.

**27%** Just 27% of partners say they have a great onboarding experience. – *Salesforce*

## Moving to Sell With:

### 4-Steps to a Better Partner Engagement Process

Rather than simply providing tools and training in a Channel Partner program, Cloud technology companies must invest in Demand Generation and co-selling efforts with Partners. Selling alongside Partners helps them truly understand and build expertise in the practice of Cloud technology sales. This collaboration will help accelerate the adoption of the skillsets necessary to be successful, and create stronger Partnerships, which ultimately drive more revenue.

Cloud technology companies must invest in a four-step process:



1. Identifying and onboarding Partners who have demonstrated capabilities in selling Cloud solutions



2. Driving lead generation campaigns with clear “gives and gets,” where the Partners identify existing customers to whom they can sell into and the Cloud technology company provides net new leads



3. Providing a sales enablement team to support the Partner Channel to ensure success within their first few deals



4. Providing Partners with deployment support so the first few deals can be used to create case studies that demonstrate their competency in deploying solutions

## Boosting Revenue with a Concierge Approach to Partners

Through a Partner-focused, concierge-type approach, Partners feel they are supported and recognize the value they are gaining from the relationship with the technology provider. They can better leverage marketing resources such as nurture campaigns, webcasts, and case studies, that aid in the sales process.

Providing this type of reinforcement is proven to pay off – Partners sell more and faster when they are onboarded and properly enabled. Over time, a full skills transfer will take place and eventually Partners will be able to identify, develop, and close opportunities on their own.

Further, with digital transformation shaping the way companies drive demand, success in Cloud sales requires a customer-centric experience that provides value and counsel first and foremost. An effective Partner adoption ecosystem ensures that engagement and co-selling efforts are centered around the customer experience, ultimately leading to more Cloud technology sales.

## What are Best-in-Class Organizations Doing to Succeed?

Organizations that exceed their revenue goals are nearly **2X** more likely to provide channel enablement than underperformers.” – *Salesforce*

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– *SiriusDecisions*

For CMOs, the  
No. 1 channel priority  
is partner enablement.

SiriusDecisions 



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## How **N3** Can Help

For more than 10 years, N3 has successfully designed, developed, and managed efficient and effective, sales-focused Partner Channel enablement programs for leading global technology providers. N3's experienced team of Partner experts, demand generation specialists, sales professionals and coaches, and technical architects live in a solution-driven sales culture. Our experience working with Partners to drive customer conversations helps us discover, relate to, and resolve customer pain points.

We know how to identify the right Partners, guide them to effective Cloud selling, and develop successful marketing and sales strategies they can leverage. N3's Channel Management practice and Concierge services ensure the investment you make in your Partners delivers immediate and future returns.

**Find out how N3's end-to-end  
channel management expertise  
can transform your pipeline  
and drive real revenue  
results for you.**

**Contact Us!**

