

Channel Enhancement Programs

Developing World-Class Sales Channels



Expected Results

- Reduced costs by not wasting money and resources on a non-producing Channel.
- Increased revenue by developing a Channel that is producing results by selling your products, and not your competitor's.
- A well-defined Channel Program that clearly communicates the rules of engagement between the resellers and your sales team.
- A prepared Channel that can beat the competition on your behalf.
- A more self-sufficient and independent Channel that doesn't have to continually rely on you for support, leads, training, joint sales calls, etc.
- An educated Channel who understands your products, markets, competitors, solution selling, and more.
- A successful Channel Program that builds an effective and efficient relationship with you.
- More feet-on-the-street selling your products and services.

Top Challenges of Selling Through a Channel Organization

- Channel Conflict – Selling Direct vs. Indirect
- Recruiting and retaining quality resellers
- Providing effective training for the Channel (sales training, product training, etc.)
- Teaching the Channel how to market and generate their own leads
- Vendor-offered lead distribution system
- Developing margins and discounts depending on Channel ranking and profiles
- Presence of mind. Incenting Resellers to focus on YOUR product instead of your competitor's product
- Getting Resellers to sell more products and services
- Offering MDF (Market Development Funds) or Co-Op Dollars
- Managing, developing and distributing appropriate marketing material for the Channel

"I have had the pleasure of working with Russ Lombardo while he was employed at FrontRange Solutions as Director of Sales. Russ's job was to work with the Value Added Reseller Channel of which I am a member. In his leadership roll we had to work with him many times and I have always found him to be very professional and have high moral values. A man of experience, and wide knowledge in CRM made him valuable to work with for our company. **Edward F. Buckley, VP Sales and Marketing, Professional EDGE, Inc.**

Having worked in the high-tech arena for 3 decades and being involved directly with the Channel (VARs, Dealers, etc.) for nearly a decade, we have intimate knowledge and experience with how to develop, manage and motivate sales channels. Having first-hand knowledge and experience with the Channel means we can replicate the successes and avoid the pitfalls that many companies encounter.

Many companies have a difficult time adjusting to, or maintaining, an indirect sales model due to all the challenges they face with developing relationships with, and programs for, the Channel. We understand these issues and can help make the experience a more productive and successful process. We worked with a Channel of over 1,500 resellers at Gold-Mine Software, developed a VAR program from scratch at another high-tech company, and successfully sold products in concert with the Channel in various situations. Our Channel experience, and success, is vast and varied. Let us show you how we can help your Channel Program exceed your goals!

"Having known Russ Lombardo for over 8 years I can only praise his experience and skill in the areas of CRM, selling, sales processes, marketing, lead flow management, and managing projects. My company has observed his insights into all of these areas through our many joint opportunities. We have found him to be of the highest integrity and a true professional." **Barry Berlin, President, Client Interaction, Inc.**

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Deliverables

Depending on what may already exist in your organization, some of the applicable solutions that can be expected may include:

- Marketing material that is flexible enough to represent the VAR's business, yet static enough to accurately reflect the vendor's messages.
- Development of a Marketing & Sales Guide which would include: marketing material, competitive info, market/industry profiles, product details, case studies, sample corporate presentation, demo guidelines, description of client profiles, etc.
- Training (both product and sales/marketing training). This can be accomplished via a training road-show focused on educating the Channel on products/services, sales training methodologies, competitive positioning, etc. The road-show would also be the delivery mechanism for the Marketing & Sales Guide.
- Development of a Rules of Engagement policy to clearly define when to sell direct versus indirect. A clear communication of these rules must be made to, and accepted by, the Channel.
- Segment the Channel to identify the top, middle and low performers which will help prioritize and allocate the appropriate resources to each segment. This will additionally identify what resources are needed and what programs need to be rolled out, as well as provide a reward system based on performance (i.e., revenue, customer satisfaction, etc.)
- Channel recruitment program designed to bring on new VARs that fit the appropriate profiles.
- Incentive programs (discount points, rankings, award systems, etc.) that reward the top producers while incenting the lower producers to improve.
- Lead generation and distribution of leads to qualified VARs. A Lead-flow process and system that qualifies and prioritizes leads so they can be distributed to a direct sales team and/or VARs in the most efficient, effective and timely manner.
- Work with the Channel to improve their skills as VARs (including basic business practices, selling skills, and marketing plans).
- Develop a Forecasting system and measurement system that will provide management with intelligence and feedback. Would be tied into the lead distribution system to form a closed-loop process.
- MDF/Coop programs to encourage VARs to market vendor's products and therefore generate their own leads.
- Creation of a Channel Advisory Panel for sharing ideas, plans and strategies with the vendor and Channel, prior to implementation.
- Set up joint Vendor/VAR Marketing activities to stimulate leads in the field, such as:
 - a. Seminars, Workshops and Webinars in various geographical locations
 - b. Participation in local, regional trade shows and events
 - c. Targeted telemarketing
 - d. Direct Marketing campaigns
 - e. Newsletters (or eNewsletters) developed by vendor but distributed by VAR with their name and contact info.