

Are You Creating Roadblocks to Partner Success?

If your partner program hasn't been delivering the results you had hoped for, maybe it is time to look in the mirror and see if the problem is on your end.

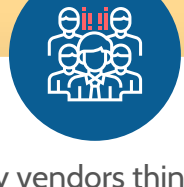
If it is, you're not alone.



Research suggests that 70 percent of businesses don't meet partner expectations.



One of the driving forces behind this statistic is partner experience.



Many vendors think that partners only work for them. But the truth is that the average partner actually works with more than 20 different vendors!

That's a lot of different product portfolios to juggle—especially when vendors fail to invest in modern channel technology solutions that make managing deals easier.



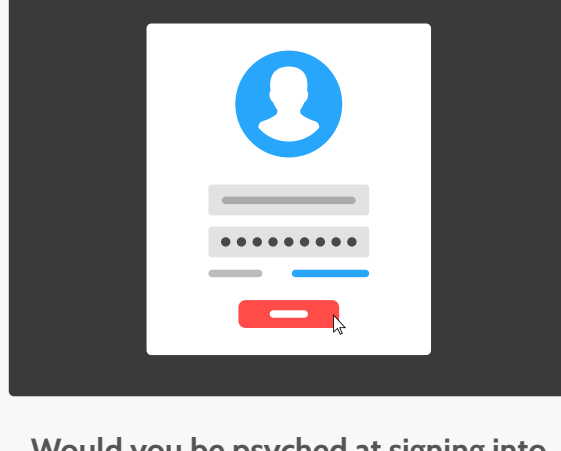
And yet, even in the digital age, only **17 percent of vendors** have adopted partner portals.

If your partners don't have access to a portal that enables them to easily register deals and update deal statuses, can you really be surprised that they're not as involved with your program as you would like them to be?

Maybe you're like the countless vendors who give partners shared logins because they don't have enough licenses to give the partners their own accounts.

Let's be honest:

Does that seem professional to you?



Would you be psyched at signing into a communal account to register deals?

If you don't have a portal and you're not giving partners their own accounts, don't be shocked when they direct their attention elsewhere.

You would probably do the same.



Do your partners register deals on their own?



Or is that the responsibility of your deal desk team?



Partners expect proposals to be reviewed and accepted quickly—within 24-48 hours.



If you're relying on an overworked deal desk team, you're unlikely to meet those expectations—which makes it that much harder to grow a channel program.

Studies suggest that as many as

80-90 percent

of deal registrations expire.



Can you blame partners for losing interest when the vast majority of registered deals don't deliver tangible results?



Although many vendors give their partners tools designed to make their experience easier, nearly half of them use homegrown solutions developed in-house.

Sure, those solutions might work well for your company.

But do you think your partners really like having to log in to a standalone platform for each of the 20 vendors they do business with?

Who has time for that?



Vartopia is the only channel technology solution on the market that removes all of these roadblocks from your partners' day-to-day activities.

Not only does Vartopia make it incredibly easy for partners to register deals from any connected device, but it also enables them to easily keep tabs on deal statuses, update deals, and even work with multiple vendors from the same place.

