

Channel Partner Relationships:

Why don't they always work out the way we need them to?

96%

of companies sell their products or services with the help of **Channel Partners!**



Why do most Channel Partner Relationships fall apart?



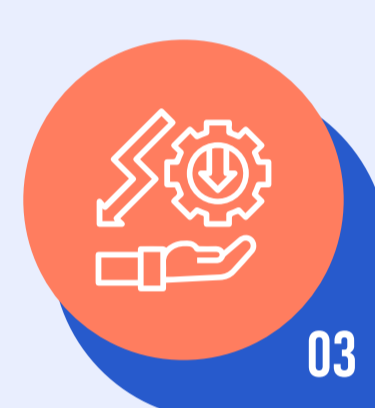
Lack of Communication

Almost 50% of partners say that the vendor channel team does not communicate changes or updates to the partner program confidently and on the expected timeline.



Lousy Planning

About 27% of Channel Partners say companies do not share their objectives or go-to-market plans with them!



Mismanagement

The lack of managerial involvement and clearly defined processes places the Channel Partnership in jeopardy.



Value Propositions Issues

There is a Misalignment between the company's and Channel Partners' objectives.



Unpleasant Consequences!

When a direct customer is unhappy, you could lose one customer. But when a Channel Partner is unhappy, you could lose upto

100 Customers Overnight!

How can you provide the right level of attention to Channel Partners to make them successful?



If they lack somewhere, provide training & certifications to boost their confidence. Pay attention to what they are asking for!

Help them Grow



Work closely with your partners & coordinate your strategies to ensure that you have the same goals.

Share Goals



Appreciate Channel Partner's performance, so they never feel undervalued! Get feedback and give rewards to your channel partners.

Appreciate



Build relationships with each member of the channel partners team

Build Trust



Get a better understanding of process challenges they have with aligning to your business and adjust to provide a smoother transactional experience in selling your products.

Be Open to Change

Lay a good foundation today and retain your **Channel Partners** like never before!