

A close-up photograph of a light brown dog with floppy ears wearing black-rimmed glasses. The dog is looking towards the camera. In the foreground, a silver laptop is open, with the dog's face partially overlapping the screen. The background is a light-colored, textured wall.

CHANNEL PERFORMANCE ENGINE CHECK LIST

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Channel Performance Engine Check List

Introduction

Welcome to Peer2Peer Partners “Channel Performance Engine” Check List. This material is meant for Software Company Executives who are looking for the latest information and best practices around the management of their indirect channel. The Check List is meant to be used with the Video Letter (Link is on last page) to provide a framework to improve your Partner Engagement, Partner Marketing (Enablement) and Partner Acquisition, so you can increase the Performance of your Channel without stress.

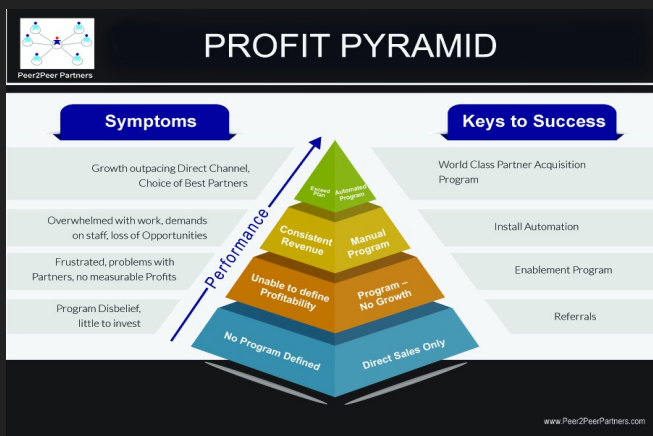
This Check List is part of the Peer2Peer Partners Channel Performance Engine.

The first step is for the participant to self diagnose where their Partner Channel Program is in the Profit Pyramid and where they want to take it.

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Profit Pyramid

Channel Managers are trying to move from manually run Partner Programs to high growth, automated Partner Programs. See where you are on the Pyramid and decide where and when you wish to arrive at a higher level.



Peer2Peer Partners, interviewed over 20 Software Companies which provided the foundation for the [“8 Hottest Trends In Building A Channel Partner Program Report”](#)

This report plus additional research and experience accumulated through the deployment of PRM Solutions were combined to develop the Profit Pyramid. The infographic takes a summary of the latest trends ISV’s are facing in the Channel with the expanded findings to produce a contextual tool to be used by Software Executives. The Profit Pyramid describes the various dimensions that are found when describing the performance levels of a Software Company's Partner Channel Program. The purpose of the Profit Pyramid is to allow Software Executives to self diagnose where their program is currently by reviewing the Symptoms and Descriptions and decide where they want their program to end up.

CHANNEL PERFORMANCE ENGINE CHECK LIST

Forester Research has observed a shift in performance and accountability focus across business units. They indicated in the 1990s the organizational agenda was focused on increasing production performance, leading to Enterprise Resource Planning solutions to address processes, policies, and data needs. In the late 1990s the organizational focus shifted to streamlining supplier relationships and the result was supply chain management software. As we crossed the millennium, the focus moved to improving customer engagements which lead us to CRM Software. Today Forrester expects to shine the PERFORMANCE SPOTLIGHT on the Channel, working towards more accountability and ROI out of the indirect business. They expect Partner Relationship Management (PRM) software to be adopted at a faster rate than before as organizations struggle to standardize policies and streamline processes.

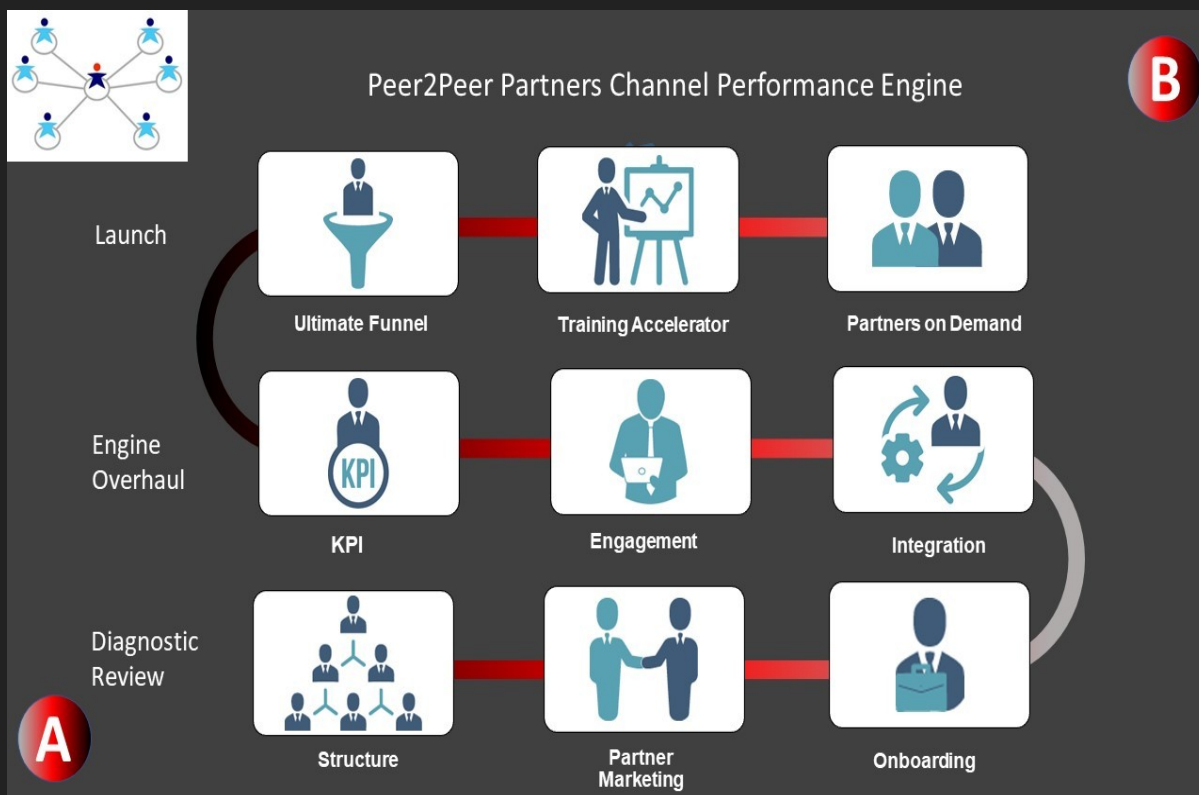
PRM's Time To Shine

<u>The 90's</u>	<u>Late 90's</u>	<u>The 00's-10's</u>	<u>Future</u>
Production	Suppliers	Customers	Partners
Operations	Supply Chain MGT	Sales, Marketing	Channels
ERP	SCM	CRM	PRM

CHANNEL PERFORMANCE ENGINE CHECK LIST

Channel Performance Engine

Peer2Peer Partners helps Software Executives improve the performance of their Partner Channel. The Channel Performance Engine is designed to take the Partner Program from being manually managed to a High Performing Automated Program.



CHANNEL PERFORMANCE ENGINE CHECK LIST

Partner Channel Checklist

The #1 Change to Your Channel that will rapidly increase Partner Engagement!

As depicted above, Engagement is front and center in a high performing Channel Engine a key element of which is Channel Communication

It is no longer adequate for a Channel Manager to start chasing deals from Partners with a week left in the Quarter so they can make their number.

The “Fly Wheel” will provide an ongoing and relevant communication cycle with partners using tools like:

- Gamification. Lets make it fun, and reward partners for ongoing activity. Accessing the Portal, Consuming Content, registering a Lead, accepting and contacting an Opportunity gets and keeps a high level of Engagement.
- Status. The Partners Rating based on Customer Feedback, and Portal Engagement and Quota achievement all can be rewarded with leads, MDF Credits or Prizes.
- Streamlined Communication. Automated updates using Weekly, Monthly and Quarterly SCORECARDS is the vehicle to be consistently interacting with partners.

The 3 Steps to Partner Enablement

1. Automated Training

Watch a Video – Take a Test – Get a Star! Rinse and Repeat...

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Providing training and certification programs to your partners, is vital. Vendors have a minimal amount of time to get Partners productive before momentum is lost. The better trained a partner is on your products, the better they can sell and support those products, and the happier your customer will be. As tests are completed and passed, training certificates of completion are presented to partners. Your system should track partner competency and accreditation allowing you to easily see which partners have completed which training.

2. Co-Branded Materials. As a Vendor you are in the best position to create effective Marketing materials. Your partners can be a means to amplify your marketing message. But this can be risky, as your channel partners are not always as careful with your valuable brand as you are. You can make co-branded email campaigns available to your partners on demand, through a simple, automated process. Automated co-branded collateral allows partners to upload their logo and contact information, and have the system automatically produce co-branded, professional quality artwork for use as leave-behinds, datasheets, product brochures, competitive guides, web banners and more.

Automated Social Media and Newsletter Tools should be used to offer partners a consistent flow of Co-Branded content.

CHANNEL PERFORMANCE ENGINE CHECK LIST

3. MDF Management. The tasks associated with MDF and Co-op Fund management need to be centralized into a single point of control. Partners should be able to submit MDF and Co-op proposals in to the Vendor Portal. When your channel marketing team receives immediate notification and can review the request from inside your CRM they save time and money. Your partner can then be kept up to date as to their status. Research shows that more often than not Vendors OVER PAY Partners when MDF is managed manually.

CHANNEL PERFORMANCE ENGINE CHECK LIST

How To Get \$10 reduction in Manual Labor costs for each \$1 spent on automating your Channel Program

- Customer case study shows that tracking Partner Leads in a well run PRM boosted Channel Revenue without adding extra staff. This represented a 31% Revenue increase
- Accelerate Partner Channel by automating Channel operations without adding staff. This case was in the Tech Area and represented a 23% administrative Cost savings.
- Automating Onboarding and Contract Admin saved a Tech Company \$225,000 a year in Legal Fees. This was part of a 37% Faster Onboarding and productivity cycle.
- 53% increase in Partner Engagement once a fully functioning PRM was deployed. Companies see a jump in the number of partners signing into their Partner Portals, its easier, content is fresher and the experience is “consumer grade” and simpler.

CHANNEL PERFORMANCE ENGINE CHECK LIST

- Automated Training, one eCommerce platform company's new partner training program increased deals registered by newly trained partners by 31 % immediately upon launch.
- Better Tools = More Sales, there is documentation showing indirect Teams became 56% more profitable once they had effective online sales tools. It needs to be as easy for your indirect teams to get access as it is for your direct team.
- Single Information Platform for external access. One major industrial manufacturer was able to save \$350,000 a year in costs to maintain and subscribe to point solutions, by consolidating its technology into one PRM solution. well above the \$100,000 for their initial PRM investment.
- Scale Your Partner Program 46% Faster. Forester Research states that after you have 50 Partners scaling becomes a problem as your admin will stall growth. They go on to state “ \$1 invested in PRM delivers a \$10 savings in manual labor”.

Video Version of the Check List Available Here:

