

PROFITABLE PIPELINES SERIES

02

SALES GROWTH THROUGH PARTNERS: SOLVING THE TOP 10 CHALLENGES



INTRODUCTION

Growing sales through channel partners presents a unique set of challenges that can test even the most seasoned sales strategies.

While leveraging partners can expand a company's reach and capitalise on local market knowledge, it also involves relinquishing direct control over the marketing and sales process, which can lead to issues with consistency, quality, and communication.

The struggle often lies in aligning diverse partner goals with vendor objectives, ensuring the partners are well-equipped with the right tools and information, and maintaining a seamless customer experience across different touchpoints. Moreover, motivating partners to prioritise your products over competitors' and tracking their performance can further complicate the scenario.

De-risking the process

This honest, to the point, guide aims to dissect the complexities surrounding growing pipelines through channel partners and offer a cost-effective and scalable solution to grow sales through channel partners.

TOP 10 CHALLENGES

VENDOR PROBLEM	PARTNER PROBLEM	MARKET ACTIVATION™	
Lack of alignment on goals	Vendors and partners may have different objectives for the campaigns, leading to misalignment on goals and expectations.	Goal setting and SLAs agreed for both the vendor and the partner at the start of the programme. We are included in accountability metrics.	✓
Insufficient training and resources	Partners may not have the necessary skills or resources to execute digital marketing campaigns effectively.	Light-touch needed from vendors and partners. Our experienced team prepare the content plan, manage omni-channel implementation bringing prospects to dedicated partner pages and appropriate sales action is taken.	✓
Limited digital marketing expertise	If either the vendor or partner lacks digital marketing expertise or content production strategies, campaigns may not be as effective as they could be.	Programme is designed to progress leads through the whole of the engagement funnel resulting in leads at multiple stages of intent reported as Early, Mid and Late intent leads	✓
Complex approval processes	Vendors often have complex approval processes for marketing plans and reimbursements, which can slow down campaign execution.	Approval of core campaigns by vendors can be replicated for multiple partners, co-branded, taking into account their individual USPs and ROI requirements.	✓
One-size-fits-all approach	Vendor-funded programs that apply a one-size-fits-all approach to marketing can fail to address the unique needs and strengths of individual partners.	Whilst the vendor's core strategy is implemented, it's adapted and presented from the partners' perspective to their audience	✓
Inflexible funding structures	Rigid funding structures can limit the ability of partners to pivot their marketing strategies in response to market changes or campaign performance insights.	Digital marketing is notoriously difficult to measure unless everyone involved has visibility of end to end lead progression. This programme ensures access to results for all stakeholders.	✓
Poor communication and support	Effective communication between vendors and partners is crucial for the success of any co-marketing initiative.	An experienced channel marketing account manager is provided. Comprehensive dashboards of lead progression including call management dashboards are visible to all stakeholders in the process. Easy for channel sales to manage.	✓
Inadequate measurement and analytics	Failing to establish clear metrics for success and track campaign performance can make it difficult to assess the effectiveness of vendor-funded marketing efforts.	Account management made easy. Performance of each partner is set and managed throughout the process, with lead progression results made visible to all.	✓
Mismatched target audiences	Sometimes, the vendor's target audience does not align perfectly with the partner's customer base, leading to less effective marketing efforts.	This is a fundamental part of the service. No-one wants leads they can't act on. If the data set doesn't fit either party's requirement everyone is notified before commencement and modified accordingly	✓
Over-emphasis on short-term sales	Focusing too heavily on short-term sales goals can undermine the long-term relationship-building and brand awareness objectives that are crucial for sustained success in digital marketing.	Buyers don't purchase in our quarters. Realising value from the entire investment is required over time through continual outreach. Ongoing engagement beyond the quarter yields the best follow-up and ROI	✓

About Market Activation™

Whether yours is a single or two-tier sales model, we include everything needed to manage, nurture, report and measure engagement, all centrally managed for greater performance, accountability and control. Through our engaged buyer communities, we create lasting relationships based on what matters to your audience and what they want from you in return.

This unique, all in one, managed approach includes the essential components required in modern demand creation so we can manage and control your investment in one place. It ensure any performance meets your expectations by creating high-intent leads for better informed sales conversations.

KEY FEATURES	INCLUDED
Part 1: Business Readiness Audit Goals and go-to-market planning	Top level understanding of business and stakeholder goals. Agreement of SLAs. Definition of the value proposition, competitor audit, point of difference, target data, average deal sizes, sales cycles, targets, performance measurement and guarantees, systems integration.
Part 2: Market Activation Access to buyer communities	Fully managed content creation and delivery programme designed to deliver late-stage intent leads from our buyer communities Structured full-funnel content (yours or ours), gap analysis, creation of all landing pages, emails, social, LinkedIn connections, CTAs inclusion in weekly newsletter to already established buyer communities.
Part 3: Automated Channel Management™ Stakeholder access to performance measurement and reporting	Fully managed enterprise-grade digital environment for reporting of lead intent. Lead performance by individual, organisation and bias, contact details, lead status, call reporting, lead assignment, view of campaign assets, hosting and licenses, support and maintenance. Data provision, population and processing. Lead download/CRM integration.
All this for partners too!	Cost effective and scalable for multiple channel partners – co-branded

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