



ChannelBuilder Elite

The Cost Effective Alternative to Long Term Staffing

“Constructing a profitable reseller program is a 90-day project...”
Why hire long-term staff to complete a short-term exercise?

Research	Optimize	Initiate
Phase I – 30 Day Achievements	Phase II - 60 Day Achievements	Phase III - 90 Day Achievements
<p><u>Marketplace Research</u></p> <ul style="list-style-type: none"> • Channel Viability Analysis <ul style="list-style-type: none"> ○ Price Point ○ Services Component ○ Product Delivery Model <ul style="list-style-type: none"> ▪ Evaluate Distribution Options ○ Validate Infrastructure ○ Budget Evaluation ○ Conduct Partner Survey • Identify Target Industries and Sectors • Determine Direct/Indirect Friction Points – Build Conflict Deterrent <p><u>Competitive Research & Analysis</u></p> <ul style="list-style-type: none"> • Research Competitors Programs and Differentiators <ul style="list-style-type: none"> ○ Conduct Competitor’s Partner Satisfaction Survey • Document Analysis of Competitor’s Programs <ul style="list-style-type: none"> ○ Identify Reseller Network ○ Identify Common Strategic & Technology Alliances Partners ○ Product Delivery Vehicle <p><u>Conduct Executive Briefing and Deliver Findings for collaborative Program Design</u></p> <ul style="list-style-type: none"> • Present findings and submit recommendations for Strategic Planning session. 	<p><u>Construct Program Roadmap</u></p> <ul style="list-style-type: none"> • Define 1st Year Goals and Targets <ul style="list-style-type: none"> ○ Establish Quarterly Benchmarks <ul style="list-style-type: none"> ▪ Partner Acquisition ▪ Revenue Generation • Define Strategy and Channel Segmentation <ul style="list-style-type: none"> ○ Systems Integrators ○ Agents/Influencers ○ ISV/OEMs ○ Corporate Resellers & Distribution • Define Marketplace Expertise Requirements and Regional Mapping <ul style="list-style-type: none"> ○ Refine Sector Focus <ul style="list-style-type: none"> ▪ HIPAA ▪ Document Management ▪ BPO/BPR ▪ ERP ▪ Biz Apps <p><u>Establish Tactical Partner Acquisition Plan</u></p> <ul style="list-style-type: none"> • Create Prospect List <ul style="list-style-type: none"> ○ Draw from existing database ○ Build custom prospect database <p><u>Define Marketing Plan</u></p> <ul style="list-style-type: none"> • Email (HTML) • USPS • Telemarketing • Presentation Format (Webinar) <p><u>Document and Submit Partner Program Guidelines</u></p> <ul style="list-style-type: none"> • Identify Corporate Resources • Sales Tools & Collateral • Authorization/Certification Requirements <ul style="list-style-type: none"> ○ Sales ○ Technical • Reseller Business Plan and Performance Review Chart 	<p><u>Conduct Channel Sales and Management Workshop</u></p> <ul style="list-style-type: none"> • 1-Day onsite Channel Team training session <p><u>Design Marketing Collateral</u></p> <ul style="list-style-type: none"> • HTML emailer • Reseller Telemarketing Script • Design Webinar PowerPoint Presentation <p><u>Execute Partner Recruitment Campaign</u></p> <ul style="list-style-type: none"> • Mailers <ul style="list-style-type: none"> ○ HTML (Text) ○ Hard Copy (USPS) • Conduct Webinar <ul style="list-style-type: none"> ○ 50 Minutes for Product/Program ○ Event Follow-up <p><u>Pursue Partner Contract</u></p> <ul style="list-style-type: none"> • Post Webinar follow-up <ul style="list-style-type: none"> ○ Personal Visit ○ Telephone ○ Email

