

Data-Driven Structured Performance Partnerships



Partnerships 3.0
Tools and Services

www.channel-force.com

Introduction

The channel sales landscape has, for decades, operated on a foundation that can best be described as "passively opportunistic." While this traditional approach has its merits, it's plagued with a series of issues that hamper optimal performance and prevent businesses from realizing their full revenue potential. The common challenges range from stagnant revenue growth and waning relevance within the partner community, to inadequate enablement, lackluster strategy execution, and disappointing returns on investment (ROI) for the channel program. These pitfalls have often been accepted as the "norm," but is there a better way?

Why Partnerships 3.0 Methodology?



Channel Force is not just another name in the channel services industry. We are trailblazers, pioneering a revolutionary approach "Partnerships 3.0". At the heart of our philosophy is a shift from the passive fulfillment to proactive prospecting, leveraging a data-driven structured performance model and an arsenal of tools to deliver performance. Our aim? To recreate passive partners into active sellers, thus fundamentally altering the dynamics of the traditional channel sales model.

By reorienting the core focus from Partnerships to "Active Sellers" (Individual Sales Manager), and creating a structured prospecting process, Channel Force is converting the ambiguous channel into a mathematical equation. The result is the transformation of the channel from a sporadic revenue generator into a revenue engine. This engine doesn't just generate results; it produces predictable, consistent outcomes, effectively addressing and resolving the aforementioned challenges.

But Channel Force's innovation doesn't stop at methodology. Recognizing the need for a robust framework, we have developed an array of tools and services that guide the transition from the legacy channel model to a next-generation, data-driven structured performance model. This fresh approach paves the way for partner-led demand creation that's not based on mere intuition, but grounded in data and strategy. So, what exactly does Channel Force offer? Here are the tools and services that stand testament to our commitment to reshaping the channel landscape:

Revenue Performance Planning

In the fast-paced world of sales and channel management, navigating revenue generation requires more than intuition and experience. It demands a robust and systematic approach. Enter the Channel Forces Revenue Roadmap Territory Planning Tool and Service. Our Revenue Roadmap offering is not just another sales management software. It's a comprehensive guide, designed to revolutionize your channel activities, focusing on proactive planning rather than mere predictions.

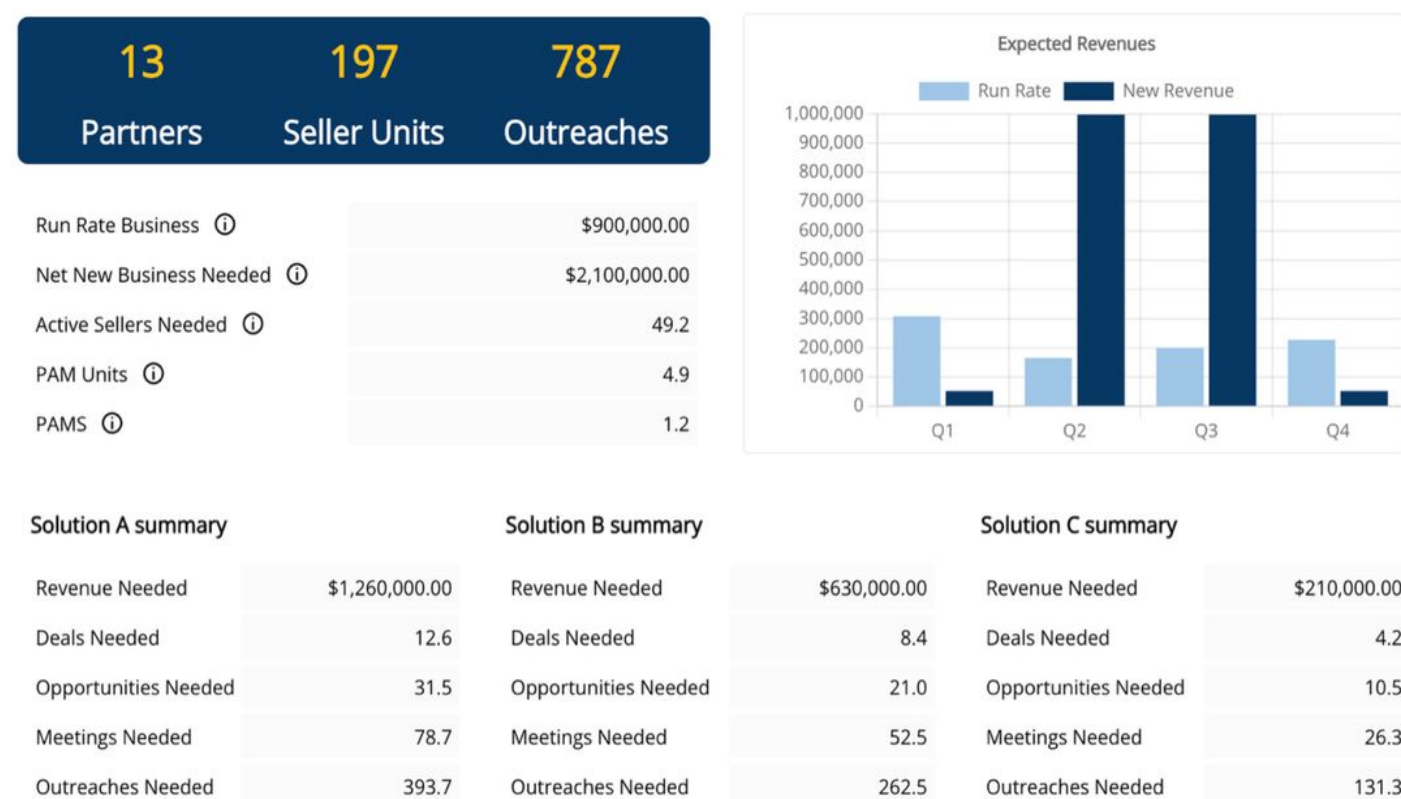
The traditional channel operates on a "hire and hope" model: recruiting sales personnel and hoping they'll naturally figure out how to meet or exceed targets. While this method can work, it often leads to inconsistencies, inefficiencies, and missed opportunities. On the contrary, the Revenue Roadmap tool empowers you to "plan and perform". Our proactive revenue modeling ensures that every step taken is aligned with a well-defined strategy, leaving little to chance and minimizing ad hoc approaches.

One of the standout features of our planning tool and service is defining your sales and prospecting metrics. We break down the prospecting metrics by solution, quarter, partner, active seller and activity. By doing so, we eradicate ambiguities, ensuring that you & your partner teams are on the same page, working toward a unified target. With this granularity, you're not just working hard, but you're also working smart, channeling efforts in the right direction.

Lastly, success in channel sales is not just about hitting targets. It's about sustained growth and continuous improvement. That's why the Channel Forces Revenue Roadmap provides not just a destination but a journey – a clear roadmap complemented by Key Performance Indicators (KPIs). These KPIs serve as markers, ensuring you're on track, gauging your performance, and guiding your channel activities effectively.

To sum it up, our tool and services go beyond traditional sales planning. **We offer a future-focused, data-driven structured approach that ensures you not only meet but exceed your revenue targets.** Welcome to the next level of channel territory planning! [Click here for more information!](#)

One of Twelve Reports

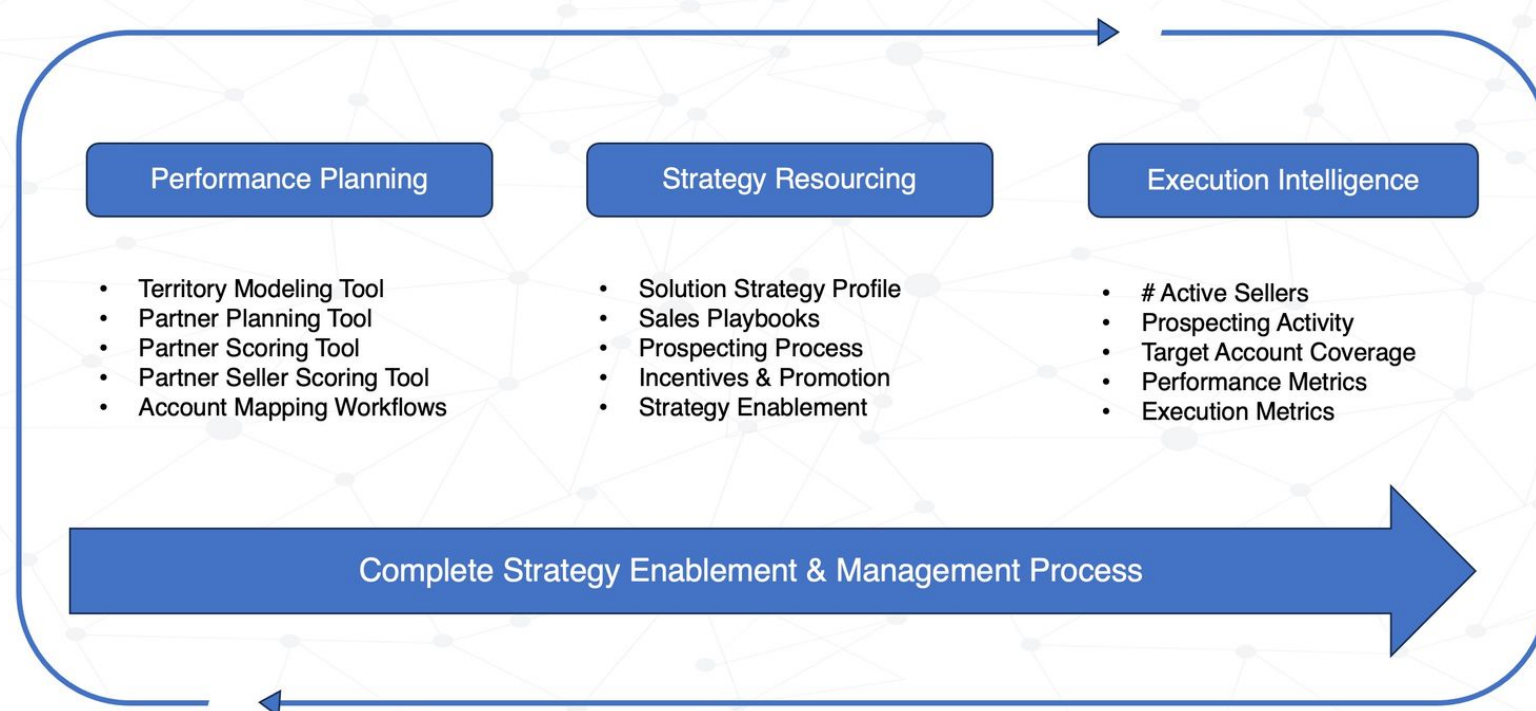


Strategy Resourcing

The concept of strategy is not alien to the majority of Channel Sales organizations. However, Channel Sales strategy, no matter how well-conceived, is only as good as its execution. The missing link in many strategic initiatives is often strategy resourcing, a pivotal aspect that bridges the gap between planning and tangible outcomes.

Planning alone is insufficient. In today's partnering landscape, resourcing sales plays is required to amplify results. It's crucial to resource your partners' prospecting activities, ensuring alignment with a solution-based sales strategy. This not only bolsters the probability of success but also ensures a alignment of efforts across the sales ecosystem.

Partnerships 3.0 Elements and Overview



Channel Force takes a pioneering approach to strategy development and sales play creation, delving into the nuances of co-sell demand creation. We recognize that a one-size-fits-all strategy seldom works in the dynamic world of sales. Instead, we build a comprehensive strategy profile by taking into account solution strength, market opportunity, partner impact, and partner incentive to build a unique strategy profile by solution and partner. This multifaceted analysis ensures a bespoke strategy that resonates with the unique needs and strengths of each situation.

However, recognizing the strategic direction is just the beginning. Execution demands granularity, and that's where our structured prospecting process and playbooks shine. Built on the foundation of our strategy profiles, these playbooks act as a precise guide, offering partner sellers a step-by-step blueprint to actualize sales. From identifying high-probability target accounts and crafting compelling messaging to facilitating resourceful discovery meetings, sales development strategies, and tackling common objections - our playbooks are comprehensive.

In essence, **we don't just provide a direction; we offer a meticulously crafted pathway.** Each stage of the buyer's journey, from the initial discovery to the closing of the deal, is mapped out, ensuring that sellers have a clear, actionable, and proven recipe to follow. This eliminates guesswork, enhances confidence, and paves the way for consistent success. To learn more about our RevenuePlaybook Program [click here!](#)





Performance Intelligence

In the intricate web of channel partnerships, execution visibility often stands out as a persistent challenge. Understanding the nuances of a partner seller's strategy execution and their ongoing prospecting activities can feel akin to navigating through a maze without a map. Without clear insights into these processes, achieving predictable and sustainable revenue becomes elusive. Enter Performance Intelligence, the game-changer in this landscape.

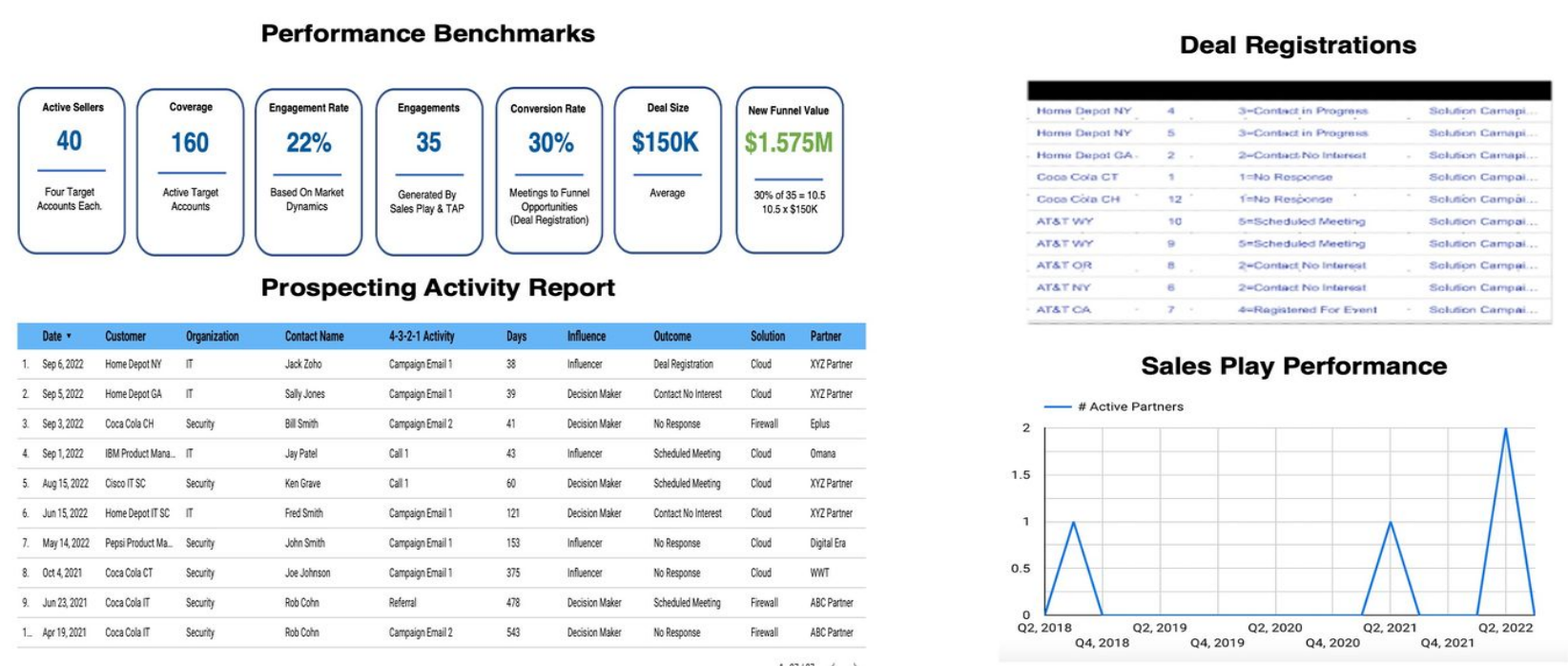
The Channel Force's TAPapp stands out, dispelling the clouds of uncertainty. Our innovative application provides an intuitive and efficient way to capture vital data on prospecting activities, subsequently attributing the tangible value brought in by partner sellers during the sales development phase. It's not just about data collection; it's about making sense of that data in relation to overarching goals. By bridging the feedback loop, the TAPapp ensures that performance metrics align seamlessly with the benchmarks set out in the revenue roadmap plan.

The TAPapp delivers profound insights that paint a holistic picture of the channel's performance. Whether it's assessing the number of active sellers, gauging the breadth of accounts targeted, scrutinizing prospecting efforts, understanding customer engagement patterns and responses, or evaluating conversion rates and average deal sizes, the TAPapp covers it all. This attention to detail ensures that every aspect of the channel sales development process is accounted for, monitored, and optimized.

But what truly sets Performance Intelligence apart is its transformative potential. By leveraging the TAPapp, revenue leaders are not just reacting to numbers but proactively shaping strategies. The depth and breadth of insights provided allow them to convert the often nebulous channel activities into a precise math equation. The result? A framework that not only ensures revenue remains on track but also fosters a culture of predictable revenue performance.

Performance Intelligence, underpinned by the capabilities of the TAPapp, brings a new era for channel management. It shifts the paradigm from ambiguous partner level metrics and sporadic outcomes to clarity, strategy, and consistent results. With our approach, the channel is no longer a wild card but a well-calibrated instrument of growth. [Click here to learn more.](#)

Partnerships 3.0 Sample Graphs & Reports



Automated Buyer's Journey

The sales landscape is at a crucial juncture. Modern buyers often tread a path of self-education, desiring value-laden experiences without the immediate intervention of sales representatives. Splashmetrics, at the forefront of this evolution, introduces its AI-driven Automated Buyer's Journey—a transformative solution tailored for today's discerning buyer. Channel Force Incorporates Splashmetrics into our Channel GTM offerings to provide:

- **Enhanced Engagement Rates:** Splashmetrics dynamically tailors content to individual user behaviors and preferences. This ensures heightened relevance and boosts engagement.
- **Shortened Sales Cycle:** By streamlining the buyer's journey and providing immediate, on-demand information, decision-making is expedited, effectively shortening the overall sales cycle.
- **Consistent Co-sell Messaging:** Ensure your brand's message remains unambiguous and consistent across all touch points. Whether it's through direct sales or co-sell partners, your brand voice remains intact.
- **Resolution of Partner Attribution Issues:** Accurately attribute sales or leads to the right partners, eliminating confusion and ensuring appropriate recognition and reward for efforts.
- **Amplified ROI:** By optimizing every stage of the buyer's journey, partners witness a notable uplift in conversions and revenue, translating to a better return on investment.

At its core, the Automated Buyer's Journey by Splashmetrics recognizes and caters to the modern buyer's preference for a self-serve educational experience. Rather than thrusting sales pitches, it offers dynamic content tailored to their unique needs and interests. From eBooks and informative videos to ROI calculators, immersive demos, and feedback-oriented surveys, we empower buyers to chart their discovery journey at their pace.

But this self-discovery is not an isolated event. Every interaction, every click, and every content consumed is meticulously captured within your CRM. This repository of 'Buyer Intelligence' becomes a goldmine for sales teams, offering nuanced insights into buyer preferences, pain points, and readiness. When a sales engagement does occur, it's informed, strategic, and exceedingly effective.

Splashmetrics' AI-Driven Automated Buyer's Journey is not just a tool; it's a paradigm shift. It bridges the gap between the desires of the modern buyer and the goals of sales teams. **Welcome to the future of sales engagement.**

[Click here to experience an Automated Buyers Journey for yourself.](#)



Channel Force Summary

If you are a revenue leader looking for a better way to improve your channel revenue performance, create better partner relevance and deliver a better ROI. Why not explore what Channel Force and our partners have to offer? We have defined and resourced an innovative channel GTM process that can help companies deliver 2X partner led revenue growth. Channel Force offers:

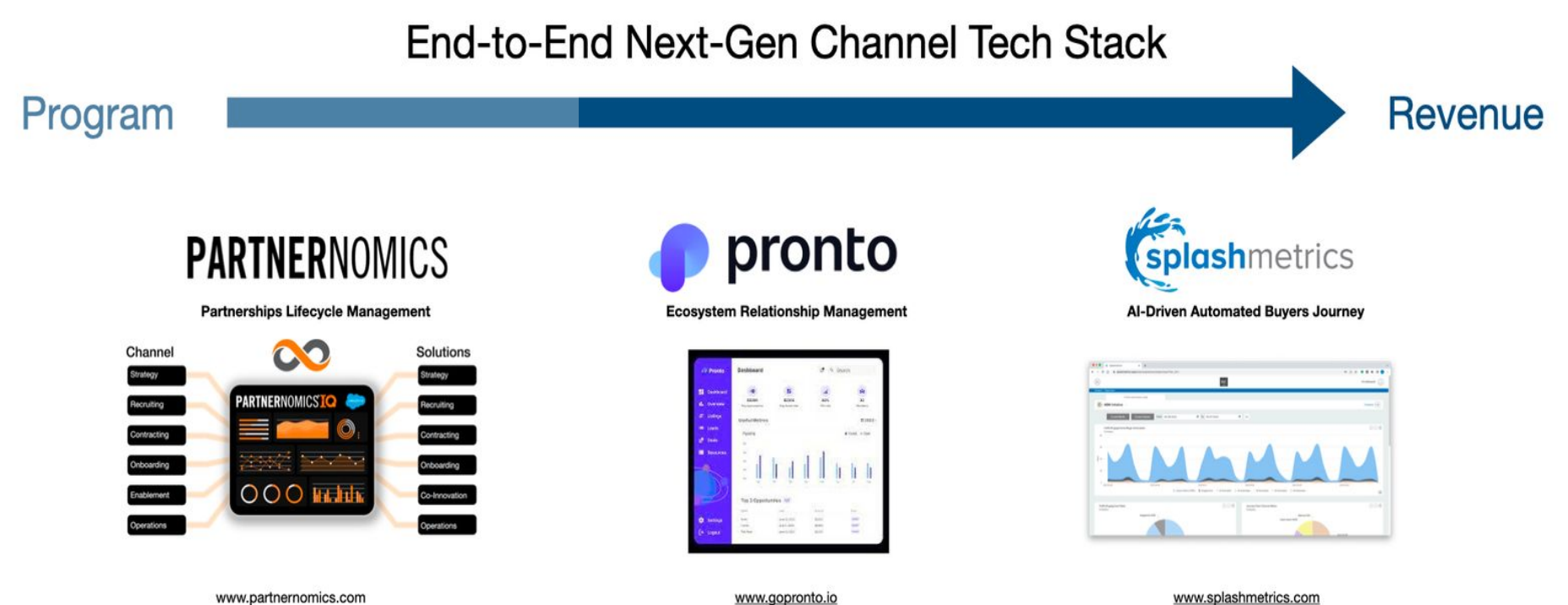
Fractional Engagements: Providing top-tier talent without breaking the bank. Interim and fractional leadership presents a cost-efficient, low-risk solution to elevate your organization.

Consulting Services: Need some quick advice? Channel Force offers budget friendly hourly consulting services across a wide range of topics. We can deliver Territory and Partner Planning Services, build Strategy Profiles and Sales Playbooks, even consult on partner program setup and enablement. We offer a wide spectrum of sales and channel sales expertise. Best of all, we are practioners that do the work not just tell you what to do.

On-Demand Channel Sales Acceleration Classes: Channel sales acceleration, training partner managers how to utilize the channel to generate new demand. We offer live instructor led or online self-paced classes.

Tools and Applications: Channel Force offers a suite of next generation tools to include the Revenue Roadmap Planning Tool, Strategy Profile Assessment Calculator, TAPapp Performance Intelligence Dashboard and Reporting Tool, Partnernomics Partner IQ Lifecycle Management Application, Pronto ERM Platform, and Splashmetrics AI-Driven Automated Buyers Journey.

Channel Force Partnerships 3.0 Technology Partners

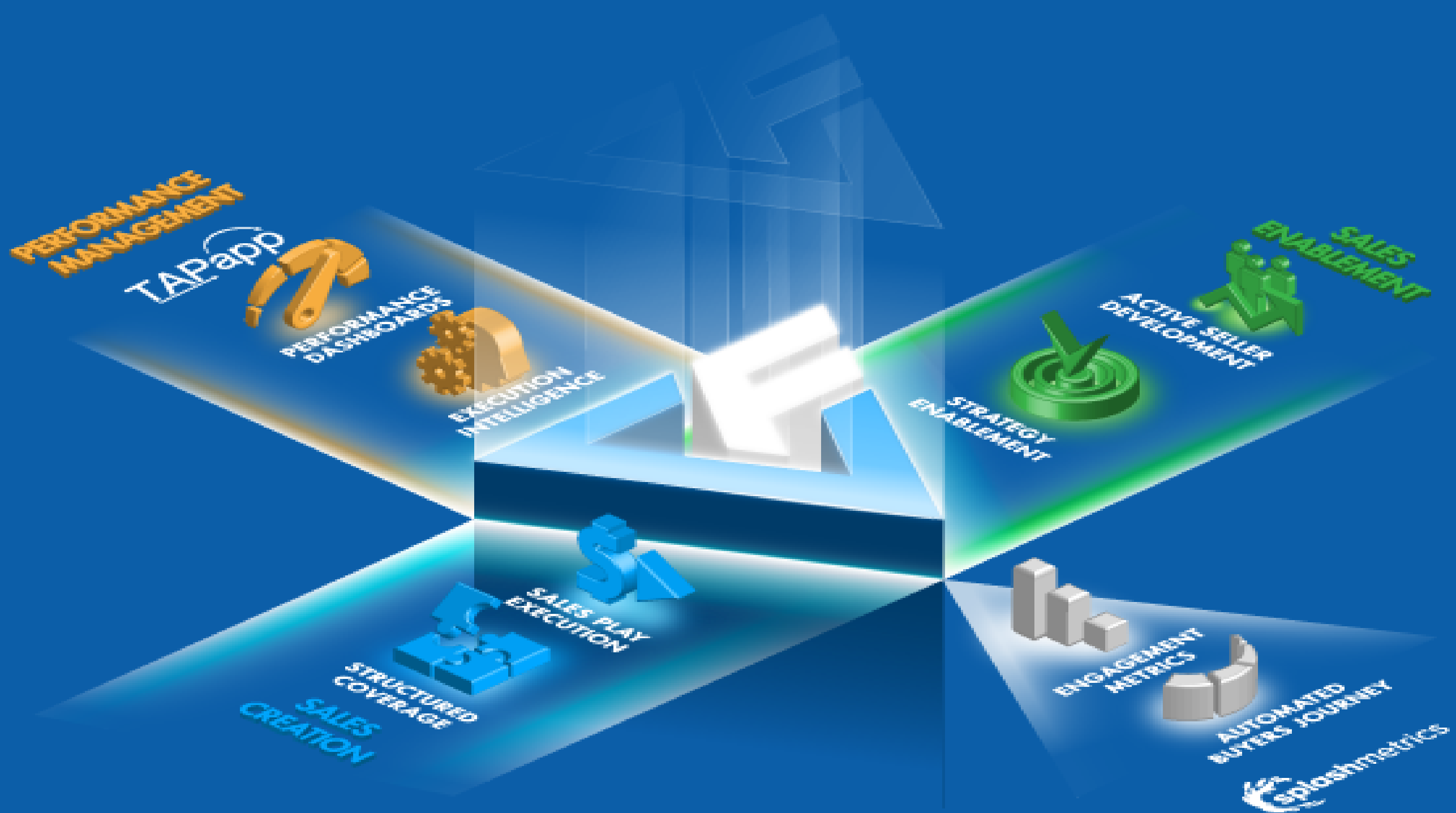


If you are looking for a better way to deliver channel sales results. Lets connect. Our next-generation approach to channel revenue growth is a game changer. We would love to show you how. [To schedule a meeting click here!](#)

About Channel Force Inc.

Channel Force Inc. represents the future of channel sales, specializing in our innovative, data-backed performance model, "Partnerships 3.0". We are dedicated to helping our clients elevate their sales channels, turning them into profit powerhouses using our unique data-driven sales demand creation strategy. Channel Force has developed an advanced tool set that amplifies channel management through deep insights into strategy execution and outcomes. With our process and tools, you can swiftly pinpoint areas of growth by accessing invaluable data on sales tactics and prospect engagement.

Our systematic approach is curated to streamline, inform, and empower our clients, laying down the blueprint for successful demand creation and channel management. This ensures both heightened sales and consistent growth. Interested in enhancing your channel revenue? Dive deeper into what Channel Force Inc. offers and let's elevate your sales. Should you have any questions, feel free to connect with us at Info@channel-force.com. Embark on a transformative channel sales voyage with us!



Partnerships 3.0 Architecture

www.channel-force.com

To learn more, please contact us at info@channel-force.com