MP3 Introduction

The 2024 CXO Playbook To 2X Partner Led Revenue Growth!

Data-Driven Sales Acceleration
& ChannelOps Framework

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SALES ACCELERATION THROUGH CHANNEL INNOVATION

WHAT'S IN STORE FOR 2024?

According to Canalys Chief Analyst Jay Mcbain, "Of the $4.7 trillion that businesses and governments are spending this year in the technology and telecom industry, partners are responsible for 73.1% of it. They are the best audience to ask about the future and provide a key (and historically accurate) bellwether to the broader industry/economy." In addition:

- Almost 2/3 of partners are looking at revenue and profit growth in 2024.
- Partners are also busy hiring (as vendors laid off 489,000 people in 2023)
- Partners are investing more in marketing (while vendors are pulling back).

Why Such Great Performance From Partnerships In 2023?

As companies sought to reduce expenses in 2023, investing in partnerships emerged as the strategic choice to achieve revenue growth with a lower cost of sale. Partners moved beyond mere reselling to play a vital role in delivering solutions essential for their clients' core operations. This evolution has fostered deeper, more impactful trusted relationships, positioning partners as trusted advisors to key economic buyers. These strengthened partnerships proved crucial in boosting sales and shortening the sales cycles for vendor solutions. In the fast-paced sales landscape of today, leveraging partnerships has become an indispensable go-to-market strategy to improve sales performance.

Heading into 2024, the trend of utilizing partnerships as a strategic go-to-market (GTM) revenue accelerator is expected to continue. However, to effectively maximize partner-led revenue growth, a ChannelOps led structured approach is needed.

Partnerships Will Deliver Growth! But…..

73.1%

of IT Spend is delivered through Partners.

Partnering delivers greater value to speed sales cycles and lower costs.

Up 3.7%

Partner Delivered Growth 2023

Partner Led Growth is predicted to continue in 2024

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STRUCTURED PERFORMANCE REQUIRED

The days of the traditional channel model are numbered. With technological needs of customers becoming ever more complex, the need for deeper collaboration among vendors and partners to co-sell, co-innovate, and co-deliver solutions is becoming increasingly critical for success. Therefore, the "ecosystem" partnering model has emerged as a pivotal strategy to address changing market dynamics and improve revenue growth. Many vendors are embracing ecosystem partnering models. However, despite their adoption, changes in purchasing behaviors and the underlying opportunistic nature of channels are impacting partner-led sales performance. To address these challenges and capitalize on the untapped potential of the partner ecosystem, a fresh perspective is required – one that marries the art of partnering with the science of data-driven structured performance.

To thrive in this new era, organizations must adopt data-driven methodologies, prioritize seller prospecting, and redefine sales enablement strategies to deliver better results.

The need for data-driven structured performance cannot be overstated. Partnering models, built on a well-defined performance methodology are essential to navigating the complexities of the modern marketplace. CXOs that rethink their partnering strategies, frameworks, processes, and management tools can position their partner ecosystems to deliver significant revenue growth.

2X Revenue Growth at ½ The Cost
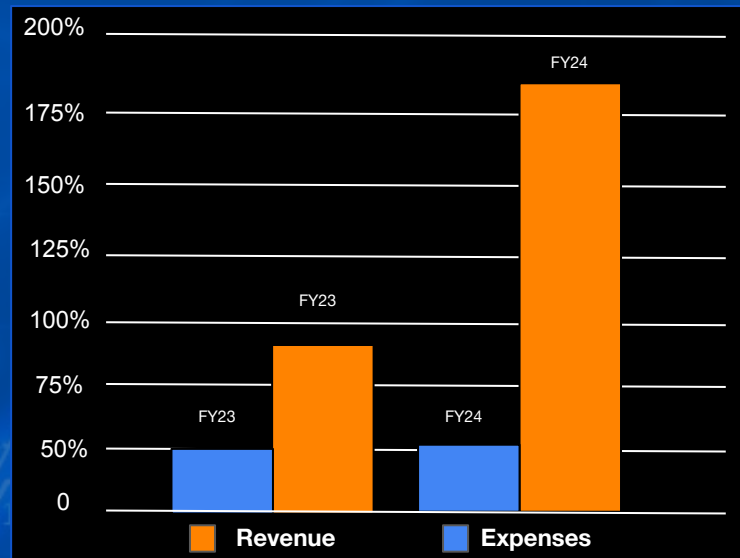
MP3 structured performance model increases revenue while leveling costs!
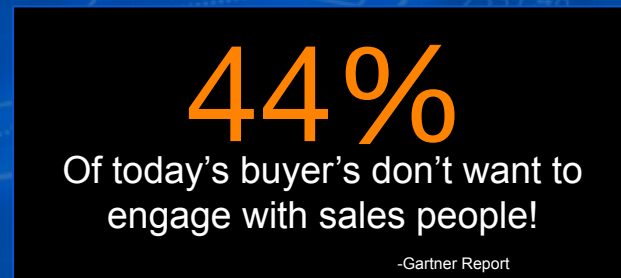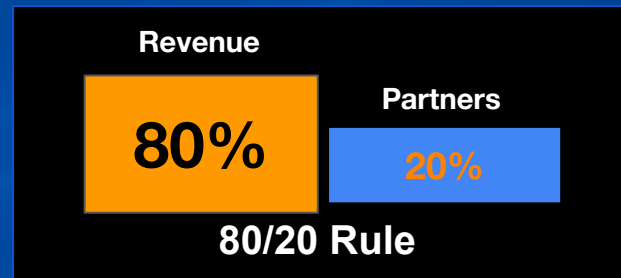
SALES ACCELERATION NEEDED

Revenue leaders face a significant challenge: How to maximize the performance of their partner ecosystem. Statistics are bleak for the traditional partnering model. Over 50% of partnerships fail. In addition, only a fraction of partners actively generate new demand, while the majority wait for a request to quote before engaging (80/20 Rule). If this scenario sounds familiar, rest assured, you're not alone. The typical partnering model produces "fulfillment partners" never reaching the true revenue potential of the partner ecosystem.

Why?

Because traditional partnering models were not designed for revenue performance, they're were built for partner program compliance. The typical partnering model is based on 1980s channel fulfillment principles, not structured performance focused on revenue growth. These outdated approaches include reliance on opportunistic engagements, unstructured partner performance, a focus on less relevant metrics, dependence on "Partner and Pray" strategies rather than structured sales creation. Finally, the traditional program centric partnering model has not evolved fast enough to address changes in the buyer's journey, leading to ever increasing program expenses to deliver the same results.

How Can CXOs Leverage Partnerships To Deliver Growth In 2024?

Partnerships Revenue Challenges:

Revenue

80%

Partners

20%

80/20 Rule

44%

Of today's buyer's don't want to engage with sales people!

-Gartner Report

A notable study by Gartner highlights this change: 44% of Millennials prefer not to engage with sales representatives. (MP3 supports partner equipped Digital Selling)

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MP3 MODEL INTRODUCTION

Why should CXOs adopt a structured performance ChannelOps driven model? It's simple, for predictable and scalable partner led revenue growth. Introducing MP3, the first end-to-end Sales Acceleration and ChannelOps framework designed for revenue growth at a lower cost. This industry-first model represents four performance elements required for sustained partner led revenue growth:

- **M**ethodology
- **P**lanning
- **P**rocess
- **P**erformance

The MP3 Sales Acceleration & ChannelOps model is a diametric shift from traditional partnership approaches. Our systematic method of planning, resourcing, and performance management connects the corporate boardroom to the end customer, through data-driven strategies. MP3 is a data-centric partner revenue growth model turbocharging pipeline performance. It offers a comprehensive solution for partner pipeline creation, seamlessly integrating with your existing sales methodology and processes providing the structure and performance management required for predictable partner led revenue growth.

MP3 is designed to frontend any sales process and accelerate partner-led demand creation. Our model provides the structure and visibility to strategy execution that has been missing from the traditional partnering process. MP3 effectively connects the dots between strategy, process, execution, and partner activity visibility. The benefit is a seamlessly integrated partner and vendor sales model unifying teams under a shared pipeline, engagement and co-sell model.

MP3 Integrates With Every Sales Process!

Partner Led Pipeline Creation	Opportunity Qualification & Development	Partnering and Co-Selling
Pipeline to Close/Won →		
MP3 Methodology	**Any Sales Process** (MEDDIC, Challenger, Winning By Design, etc)	F RECASTABLE

Brings partnering and sales together under a common framework for improved win rates.

MP3 Innovates the Sales Acceleration Process.

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MP3 PROCESS INNOVATIONS

MP3 takes a radically different approach to Sales Acceleration and Channel Operations, integrating several process innovations into the traditional ecosystem model. To enhance outcomes and reduce the costs associated with your partnership model, these innovations are essential for achieving significant results. The Innovations include:

Shifting to Active Sellers- The traditional channel focuses on partner level metrics. MP3 shifts channel management to organizing, educating, and equipping proactive partner sellers.

Scoring Accounts & Relationships- The highest probability account engagement is the referral. MP3 provides an account maps process based on ICP Score and Seller Relationships Scores.

Structured Prospecting Process- Partner sellers proactively sell the easiest most profitable solution to sell in their portfolio. MP3 makes it easy and profitable, providing sellers with Sales Play's to generate sales.

Shift to Strategy Enablement- Complement your product enablement with sales strategy enablement teaching sellers how to execute the sales play and selling strategy for your solutions.

Manage to the Metrics- Define your revenue goals and sales metrics by territory and partner and manage to the metrics!

MP3 brings these innovations and more to our sales acceleration process. These innovations allow us to turn revenue performance into a math equation!

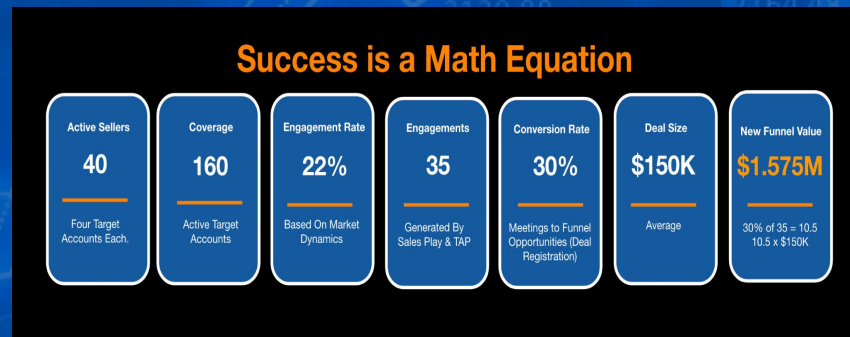**MP3 Turns Partner Sales Performance Into a Math Equation**

NEW CHANNELOPS MATH EQUATION

At the heart of MP3 is our ChannelOps Sales Acceleration Equation. Traditional partnering models focus on partner level performance and program compliance metrics. Partner level metrics don't effectively answer the critical question "Why?" meaning most of the data collected is circumstantial evidence and to far removed from strategy execution. This limitation can lead to a superficial understanding of your indirect sales performance, lacking the depth needed for strategic decision-making and long-term planning in channel management. Partner performance metrics while important, fall short when it comes to true performance management. This is where MP3's channel math comes in handy to provide a fresh view of channel performance. In this process, ChannelOps algorithm measures:

- Number of Active Sellers
- Accounts Covered
- Engagement Rates
- Meetings Generated
- Conversion Rates (Quoted Opportunities)
- Average Deal Size

These metrics are presented by Sales Play, Partner, and CAM.

This new ChannelOps math is a game-changer. It allows partner level sales metrics similar to traditional sales management. New ChannelOps math helps to deliver 2x revenue growth, while lowering the expense of the partnering model. How so? By measuring active seller prospecting activity (partner sales rep) and number of accounts covered, we can run predictive revenue models and build territory and partner revenue plans. Standardizing on this math equation shows the power of a data-driven approach. Imagine a dashboard that gives you trending analysis on prospecting activity, account coverage, meetings generated, conversion rates and average deal size by solution, partner, CAM and Sales AM. This actionable data allows for impactful performance management and better decision making.

Success is a Math Equation

Active Sellers	Coverage	Engagement Rate	Engagements	Conversion Rate	Deal Size	New Funnel Value
40	160	22%	35	30%	$150K	$1.575M
Four Target Accounts Each.	Active Target Accounts	Based On Market Dynamics	Generated By Sales Play & TAP	Meetings to Funnel Opportunities (Deal Registration)	Average	30% of 35 = 10.5 10.5 x $150K

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WHAT CAN MP3 DO FOR YOU?

Companies implementing our structured partnering methodology revolutionize their partnering approach. The MP3 framework dissects the partnering process encompassing **Methodology, Planning, Process, and Performance**. MP3 benefits include:
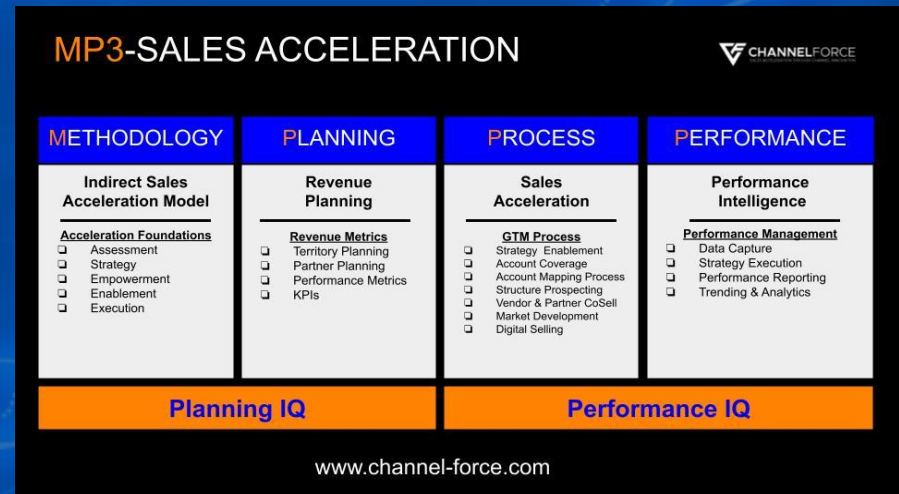
Easy Health Checks: Assessing the health of a GTM Strategy at each matrix level and quadrant. Quadrant scoring enables rapid identification of areas requiring attention and identifies the corresponding methodological components, solutions, skills development and services needed to address the deficiency.

Simplified ChannelOps Techstack: MP3 offers an optional fully integrated techstack removing the challenges of point product integrations. Our techstack includes tools for revenue planning, performance management and digital selling, making MP3 the first all-encompassing, data-driven sales acceleration methodology.

Partnering Architecture: Provides a logical maturity assessment for Partner leaders and offers a maturation roadmap taking companies from program development to sales acceleration and digital selling with partners.

Our modular approach allows companies to adopt a single element of MP3 or run the entire process. From large channel organizations with established programs to start-ups and everything in between, the MP3 partnering architecture delivers a comprehensive revenue growth methodology and toolset that every channel organization will benefit from.

2X Revenue Growth Framework

MP3-SALES ACCELERATION — CHANNELFORCE

METHODOLOGY	PLANNING	PROCESS	PERFORMANCE
Indirect Sales Acceleration Model	**Revenue Planning**	**Sales Acceleration**	**Performance Intelligence**
Acceleration Foundations ☐ Assessment ☐ Strategy ☐ Empowerment ☐ Enablement ☐ Execution	**Revenue Metrics** ☐ Territory Planning ☐ Partner Planning ☐ Performance Metrics ☐ KPIs	**GTM Process** ☐ Strategy Enablement ☐ Account Coverage ☐ Account Mapping Process ☐ Structure Prospecting ☐ Vendor & Partner CoSell ☐ Market Development ☐ Digital Selling	**Performance Management** ☐ Data Capture ☐ Strategy Execution ☐ Performance Reporting ☐ Trending & Analytics
Planning IQ		Performance IQ	

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MP3- PROCESS & CHANNELOPS TOOLSET

CXOs seeking to improve the revenue performance of their respective partner ecosystems need a sales acceleration methodology. MP3 Sales Acceleration and ChannelOps toolset represents far more than just a predefined set of activities; it is a holistic approach to partner led sales creation that systematically aligns efforts with outcomes. Our comprehensive methodology encompasses several key components, each integral to sales acceleration:

Performance Planning (Planning IQ): Data-driven territory and partner planning tool leveraging various data inputs to create comprehensive and effective revenue plans. Planning IQ provides the metrics, times frames and activities required to exceed your revenue targets.

Sales Acceleration: Equipping partner sellers with a solution-based sales strategy and recipe (sales play), tailored by market opportunity to generate sales. Strategy resourcing provides sellers with the necessary knowledge, tools and step-by-step process to effectively prospect, position and develop new sales.

Execution Planning: Defining target accounts, sales activities, timelines, and resources required for effective execution of the sales strategy. MP3 Target Account Mapping complements the territory and partner plans serving as an execution roadmap for demand creation.

Performance Intelligence (Performance IQ): Tracking and analyzing partner prospecting activities against the plan. This includes measuring key performance indicators such as engagement rates, conversion rates, and overall sales outcomes. Performance intelligence is essential for performance management, understanding the effectiveness of the prospecting process and identifying opportunities for improvement.

Designed for 2X Revenue Growth

WHAT ARE PEOPLE ARE SAYING ABOUT MP3?

*"**MP3** provides a robust collection of methodologies to evaluate and mature an organization's **end-to-end partnership operations**. This integrated, **data-driven framework** provides a structured approach that **every revenue and channel leader** should explore to improve performance in their partnership ecosystem. "*

~Jay McBain / Chief Analyst / Canalys

"We Built a Channel Sales Strategy, Sales Play and Strategy Enablement Plan together, Every channel organization should explore the MP3 Model!"

-Cory Johnican, SVP Global Channel and alliances, Vector Solutions

"MP3 offers a fresh and pragmatic framework that addresses the evolving industry dynamics associated with channel performance, and Mindmatrix inherently complements this model by increasing channel engagement, which in turn drives your channel funnel value". -Akash Singh,GTM Strategy Lead, Mindmatrix

"Structured performance, measuring active sellers, and collecting actionable strategy execution data is where the channel is headed. MP3 is delivering this today."

-Gary Levy, SVP Global Channels and Alliances, Alvaria

"While traditional models focus on partner-level performance, the MP3 model champions sales reps. Through its data-driven revenue equation, it equips each individual with the proper methodology to unlock their full revenue generation potential."

-Rodney Hur Research Analyst, Ecosystems & Partnerships, Canalys

"MP3 not only gets all of your fundamentals in line but is the playbook to increase return on investment and internal alignment with your sales and marketing department. If you're running a partner motion, you need to check out MP3." -Judd Borakove, Partner Red Monkey Consulting

Data-Driven, Structured Performance Is The Future! We Are Delivering This Today!

CALL TO ACTION!

Now is the time to rethink your strategies for leveraging partnerships to achieve revenue growth. By adopting a data-driven, structured performance partnering model, you can significantly enhance your indirect revenue performance in 2024. Our MP3 methodology is specifically designed to overcome the limitations of the prevalent opportunistic partnering models in use today. For companies aiming to develop or refine their channel go-to-market strategies, our next-generation approach to partner led performance is a game changer! MP3 offers:

Structured Partnering: Provides a structured framework to facilitate more consistent and predictable partnership outcomes, improving overall efficiency and effectiveness.

Data-Driven Decision Making: Emphasizing the use of data to guide strategic decisions, ensuring that actions are based on real insights rather than assumptions, leading to better decisions and outcomes!

Enhanced Revenue Growth: MP3 is built to deliver 2x revenue growth at half the cost of traditional models. Our methodology paves the way for significant revenue growth through partnerships.
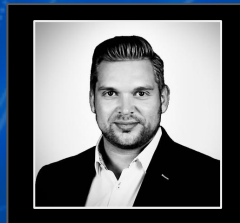
Let's Schedule a Meeting!

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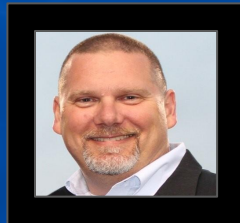
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Revenue Leaders, if better revenue performance in 2024 is your goal, adopting our MP3 Sales Acceleration and ChannelOps Toolset is the answer! MP3 embodies more than 12 years of refinement in methodology, framework, processes, tools, and best practices, all honed through extensive experience, to present the first all-encompassing, data-driven approach to partner sales performance. Let's schedule a meeting and benchmark your potential results!   Come join the MP3 revolution in 2024!

Online Calendar available on our Websites

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