Partner Marketing

The Challenge

New partner sales are performing well below expectations. Sales teams are unfamiliar with Sprint products (wireless, VoIP, etc.) and struggle to communicate the value with customers. Prioritizing Sprint products in an additional challenge.

The Solution

Turnkey partner marketing solutions designed to educate and incentivize sales teams in attaching Sprint products to sales. The *Sprint Signature Program* was tailored to both partner opportunity and to industry verticals. Program components included:

- Marketing consultations to educate key personnel on marketing of Sprint products
- Sales incentives designed to dovetail Sprint products into existing incentive structures
- Co-marketing funds to encourage innovation
- Access to a world-class marketing portal featuring turnkey marketing programs, research, sales enablement documents
- · Sales training was to build expertise

The Result

Participating partners achieved a 17% increase in sales of Sprint products. Additionally, key programs like *Anti-DSL* were able to increase the conversion of core partner products by 8%. Sprint achieved \$12 million in average annual top-line revenue throughout this program.



The Customer

Sprint's wholesale business unit is responsible for over 1.5 billion in annual revenue. Wholesale partners range from Fortune 100 companies like Time Warner to regional players like Lightyear. The common denominator is a desire to enhance revenue though organic growth of the existing base and to open new segment markets.

