

PARTNER RECRUITMENT AND CHANNEL COMMUNITY DEVELOPMENT

Increase Your Market Presence Through Proven Partnerships

Identifying the right business partners to grow your revenues and achieve customer acquisition goals is challenging and expensive. Indirectly will enhance your efforts through targeted and focused recruitment programs to maximize your return on investment. We provide best practices and recommendations for ongoing programs, resources, and tools resulting in a unified and productive partner community.



Our approach to recruitment will enable your team to select the right candidates to join your partner community and remain committed to selling your solutions and services. We leverage our extensive partner experience and knowledge to add value to your channel engagement through our recommendations and insights.

Our Partner Recruitment and Channel Community Development service includes:

- Partner profile and score card for targeted recruitment efforts
- Messaging hierarchy and unique value proposition to attract partner prospects
- Recruitment lists and qualified lead sources for acquiring partner prospects
- Periodic recruitment updates and check-in calls to review progress and address questions
- Recommendations and best practices to remain engaged with your channel community
- Insights and suggestions on how to acquire feedback and input from strategic partners

“When our company decided to take our cybersecurity program nationwide and build a strong channel of partners across the United States, I modeled it after Indirectly. That’s because they were the most responsive, most resourceful, most efficient, and most effective channel professionals that I have ever worked with.”

Contact Indirectly Inc. for pricing and complete details