

PARTNER GO-TO-MARKET STRATEGY DEVELOPMENT

Defining a Path to Achieving and Maintaining Channel Success



As you build a channel model, it's imperative to define a strategy to engage with your partners in a productive and profitable manner. This requires identifying the necessary steps to build, manage, and update your channel community to address your targeted marketplace.

Indirectly facilitates and streamlines the strategy development process to accelerate your market entrance with a knowledgeable and capable channel community. We will enable your team to help define the requisite tactics while delivering executional guidance for a successful launch plan.

Our Partner Go-to-Market Strategy Development service includes:

- Partner go-to-market strategy and implementation plan
- Insights on how to implement and manage quarterly business review sessions
- Strategy tools and resources to acquire feedback and input from all stakeholders
- Best practices for defining program metrics and key performance indicators (KPIs)
- Periodic updates and check-in calls to review progress and address questions

"They are very experienced Go-to-Market and Channel Sales and Marketing Executives in the IT and Security industries who are very knowledgeable, supportive and creative in helping to drive sales."

Contact Indirectly Inc. for pricing and complete details