

CHANNEL-AS-A-SERVICE

Delivering channel sales and marketing expertise cost effectively



Hiring the right talent to staff a channel team often requires a lot of preparation and due diligence to identify those individuals best equipped to manage each function effectively. It requires a blend of channel experience, sales and marketing skills, partnering knowledge and best practices, along with the ability to achieve channel goals and objectives. This model can often be expensive, time consuming, and could produce inconsistent team results and performance if these individuals aren't perceived to be 'the right fit' for your partner community.

Indirectly can deliver customized channel-as-a-service to address your specific requirements. By leveraging our extensive channel experiences, skills, and knowledge we focus on those functional areas within your organization that will make the biggest impact on your partner business. Together we create an action plan outlining defined metrics and key performance indicators that align to your channel goals and objectives.

Our **Channel-As-A-Service** includes:

- Developing a 'virtual channel team plan' highlighting key goals and objectives with defined metrics
- Creating a timeline for achieving key milestones and results
- Skills gap analysis and recommendations for hiring channel team members
- Suggestions for employee incentive programs to reward desired performance
- Regular communications with channel team and other cross functional support teams
- Channel team best practices to develop a model for future team expansion
- Periodic updates and check-in calls to review progress, KPIs, and address questions

Contact Indirectly Inc. for pricing and complete details.