

FRACTIONAL CPO (CHIEF PARTNERSHIP OFFICER)

Channel Sales V2.0 is Here



If your channel strategy needs an upgrade, or if you want to infuse your revenues with an indirect sales approach then consider expanding your team with a fractional CPO (Chief Partnership Officer). The term “fractional employment” has been around for several years, but it is emerging as the new model for employment – especially in SMEs. A fractional CPO can enhance your revenue streams by leveraging our years of channel experience, knowledge, and skills and applying these resources to building a hybrid sales model that leverages the value-add and strength of strategic partnerships.

The role of a fractional CPO is designed to work together with your executive team to create and manage an ecosystem of partners that contribute directly to your top line revenues while maximizing overall profitability.

Our Fractional CPO service includes:

- Identifying and recruiting partners that are committed to selling and supporting your solutions and services.
- Augmenting your direct sales team by aligning go-to-market strategies with partners through account mapping and joint selling activities resulting in pipeline generation.
- Providing channel leadership internally by collaborating with cross functional team leaders to implement partner input and feedback within their planning processes.
- Identifying new market opportunities leveraging partners to increase overall market share and customer adoption of your solutions and services.
- Enabling partners for success by developing training programs and resources to ensure their success in positioning and selling your solutions and services.

Contact Indirectly Inc. for pricing and complete details.