

Channel Business Plan

Organization Name

ChannelPartners.net



Channel Strategy

In today's competitive business landscape, companies often rely on channel marketing to expand their reach and drive sales.

Channel marketing involves partnering with other businesses, known as sales partners, to promote and sell products or services. This plan provides an overview of a channel marketing plan specifically designed for recruiting new sales partners. By following these steps, you can effectively attract and engage potential sales partners to grow your business.

Step 1: Define Your Ideal Sales Partner Profile

Before you start recruiting sales partners, it's crucial to clearly define your ideal partner profile. Consider factors such as industry expertise, target market alignment, geographical coverage, and sales capabilities. By having a well-defined profile, you can focus your efforts on attracting partners who are most likely to succeed in promoting your products or services.

Step 2: Develop a Compelling Value Proposition

A compelling value proposition is essential for attracting potential sales partners. Clearly communicate the unique benefits and advantages of partnering with your company. Highlight how your products or services can help partners increase their revenue, expand their customer base, or differentiate themselves in the market. Your value proposition should clearly demonstrate why partnering with you is a win-win situation.

Step 3: Identify Potential Sales Partners

Once you have defined your ideal sales partner profile, it's time to identify potential partners. Conduct market research, execute content and event engagements, and leverage your professional network to find businesses that align with your target market and have the capabilities to effectively sell your offerings. Consider reaching out to complementary businesses that offer products or services that complement yours.

Step 4: Create Marketing Collateral and Resources

To attract and engage potential sales partners, you need to provide them with compelling marketing collateral and resources. Develop a partner portal or dedicated section on your website where partners can access sales materials, product information, training resources, and marketing assets. Ensure that the materials are well-designed, informative, and easy to use.



Step 5: Implement a Lead Generation Strategy

A successful channel marketing plan requires a robust lead generation strategy. Provide your sales partners with qualified leads to help them kickstart their sales efforts. Implement lead generation tactics such as content marketing, social media advertising, and targeted email campaigns to generate leads that can be shared with your partners. Regularly communicate with partners to ensure a smooth lead handoff process.

Step 6: Nurture and Support Your Sales Partners

Once you have recruited sales partners, it's important to nurture and support them to maximize their performance. Offer ongoing training programs, sales enablement resources, and regular communication channels to keep partners informed and motivated. Provide them with the necessary tools and support to effectively sell your products or services. Regularly evaluate their performance and address any concerns or challenges they may face.

Step 7: Measure and Optimize Your Channel Marketing Efforts

Continuously measure and analyze the effectiveness of your channel marketing efforts. Track key performance indicators (KPIs) such as partner-generated revenue, lead conversion rates, and partner satisfaction. Use this data to identify areas for improvement and optimize your channel marketing strategy. Regularly communicate with your sales partners to gather feedback and make necessary adjustments to ensure a successful partnership.

By following these steps, you can create a comprehensive channel marketing plan that effectively recruits new sales partners. Remember, building strong relationships with your partners is key to long-term success. Continuously evaluate and refine your channel marketing strategy to adapt to changing market dynamics and maximize your sales partner network.

Market Insights and Accelerators

The Channel Partners Network operates a very proactive approach for members, publishing [research insights](#) that identify major growth market opportunities and organizing ‘[Accelerators](#)’ that bring together partner collaborations to form the solutions required to exploit them.

Accelerator	Market Insights and Drivers
Unified Communications	<ul style="list-style-type: none"> • A market projected to reach \$167 Billion by 2027. • Microsoft’s Modern Work program offers a broad and deep solution portfolio for UCCaaS, headlined by a compelling Future of Work campaign. • Zoom operates an application marketplace offering ISVs an accelerated route to market.
Virtual Desktops	<ul style="list-style-type: none"> • Market overview, buyer dynamics and list of vendors. • Vendors like Nerdio offer a platform for MSPs to better scale VDI services, as part of a broader Azure MSP product portfolio.
Digital Identity	<ul style="list-style-type: none"> • Key enabling technology for sectors including Digital Government and Digital Banking. Underpins and enables a suite of services like eSignatures. • Major initiatives like the EU Digital Wallet.
Migration and Modernization	<ul style="list-style-type: none"> • A \$400 Billion Market Opportunity, with sectors like Government having massive requirements to modernize and migrate elderly technologies such as mainframes.
Cyber Security	<ul style="list-style-type: none"> • An \$300 Billion market with multiple niche opportunities.

Partner Types

Having identified the target opportunities the channel strategy is then advanced through defining the Partner Types that are active in those sectors and match those insights, offering a sales route to market. This enables a very specific, precise and quickly scalable partner engagement strategy.

Once Partner Types are selected a list of contacts of those types are researched and identified, and approached with the partner offering. Invitation and follow up reports are provided to update sponsors on the campaign progress.

Partner Type	Insights	Example Partner	Contacts
Tier One Telco	Partnering with Office 365	Orange	Head of Workplace Development, Europe
	Adopting Cloud Native	Red Hat	Telco Business Development
MSP	Sells Azure Virtual Desktop	Risual	Founder Director
MSP Vendor	Enables Managed AVD services	Nerdio	CEO, VP Channels

Campaign and Resourcing

To recruit partners for members the CPN produces a regular content series and webinar schedule, promoting these across social platforms and an extensive network of channel contacts.

Content Marketing

One or more blogs are written that showcase partner programs, demonstrating the market opportunity and key product insights, and building online buzz. For example [Microsoft Operator Connect](#) and [Nerdio Showcase](#).

Webinars

Webinars provide a simple but powerful method of achieving an initial engagement with potential partners, and furthermore also produce reusable video assets ideal for social promotion. These are organized at the level of the overall market opportunity, creating a context for matching together the different component products and services from multiple partners.

See example webinar: [Future of Work](#).

Resourcing

As partner campaigns develop traction and begin to grow the CPN can build a virtual channel team for members to manage the increasing workload:

PR and Content Marketing	Write an ongoing blog series. Promote across social networks.
Contact Research and Lead Gen	Research potential partners and build contact list. Send and follow up engagement invites.
Business Development	Recruit and manage partner relationships. Support co-selling activities and close deals.

Digital Platform Capabilities

To achieve partner programs that operate efficiently at a global scale it is likely that PRM (Partner Relationship Management) technologies will be required if not already implemented. These offer the functionalities defined below, that can underpin and enable a Digital Sales Channels strategy for achieving this goal.

If required the CPN can organize and manage the process of engaging and selecting PRM vendors to map the desired channel strategy to the best fit applications.

Function	Capabilities
Partner Portal	<ul style="list-style-type: none"> • The primary framework for organizing your partner services. • Onboarding – Profile, vet and onboard new Partners. • Joint Business Strategy Planning – Create joint accountability and drive revenue with aligned priorities. • Reporting Dashboard – Track progress of partner success.
Deal Flow	<ul style="list-style-type: none"> • Deal registration – Work with your existing lead registration process to easily qualify and approve leads and deals. • Distribute leads to your partners and track their progress. • Track sales, commissions and payments.
Co-Marketing	<ul style="list-style-type: none"> • Automate end-to-end incentives and MDF management processes, track and report utilization, and drive higher ROI from investments in your partnership. • Joint calendars to increase shared visibility on all programs and campaigns across partners.
Collateral Library and Co-branding	<ul style="list-style-type: none"> • Shared Content Library to securely distribute and update go-to-market assets for regional teams. • Enable Partners to easily create their own customized version of your product guides.
Content Marketing Platform	<ul style="list-style-type: none"> • Content syndication – Enable partners to easily republish and reshare your content to gain a broader audience, from social media to website, product catalog, webinars and videos. • Destination pages – Make it easy to edit and launch relevant, ready-made web pages to drive traffic and capture leads from partner marketing activities.

<p>Sales Playbooks and Guided Selling</p>	<ul style="list-style-type: none"> ● Playbooks allow you to create collections of sales, technical or marketing resources. Show them content based on deal stages or any process in-place. ● Resources can be any electronic documents or links and can range from brochures, battlecards, proposals and knowledge articles. ● Define the process flow for all types of leads and all steps in your sales cycle, and document all sales best practices and make them available to your new recruits during the onboarding process. Detail which marketing and sales assets should be used at each step of the sales cycle.
<p>Co-selling & Co-Solution Design</p>	<ul style="list-style-type: none"> ● Sales pipeline management for deals worked collaboratively with multiple partners. ● Project manage the co-development of complex technical solutions. ● Invite multiple partners to each solution, source new solution ideas from anywhere, and manage all your joint solutions as a portfolio with a single, consistent, repeatable business process.
<p>Training and Certification</p>	<ul style="list-style-type: none"> ● Offer a wide variety of on-demand training materials in a user-friendly, mobile-enabled, interactive environment. ● Test partner skills and automatically certify the partner employee when they pass. ● Assign courses to partners, track many of the metrics you need to identify skills gaps which need to be addressed. ● Leverage gamification and rewards to deepen engagement and encourage adoption success.
<p>Partner Marketplace</p>	<ul style="list-style-type: none"> ● PRM vendors who also operate digital marketplaces of available partner programs. This presents a catalogue of different programs and provides workflow tools for partners to sign up for them. ● API Marketplaces specialize in offering catalogues of API integration partnerships.