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# Are You Channel Ready?: How To Set Up Your Channels And Channel Partners Successfully



## Synopsis

This book is a starting point and guide for sales, marketing channel and partner managers in their set-up and implementation to channel and partner management. Being prepared and doing it right go a long way in generating a strong and growing revenue stream. It pays to do business with partners. Channels and partners multiply your business efforts and growth. They provide opportunities and influence where you may not be able to reach - with economies, efficiencies and capabilities that you don't have. Healthy companies are generating 50-80% of their business through their channel partners, and have international coverage - split 1/3 in the Americas, 1/3 in Asia-Pacific, and 1/3 in Europe, Middle East and Africa (EMEA). This model protects those companies from economic down turns which are local and regional - because they are the first to learn of new trends and changes. And it makes them more innovative earlier through the contributions of their partners. Channel partners provide solutions that are broader than yours, better than yours and different than yours which will incorporate your products. Partners can enhance your brand with their own brand because they may be better connected in their market than you are. Many companies launch distribution without being adequately prepared to select, support and manage their partners and the target markets. The results are often fatal within 12-36 months because of lack of experience, inadequate systems, policies, and procedures to manage the channels and partners in a way that would allow everyone to be successful. Assessing efforts made over 40+ years in 130 countries, we developed a list of activities for 17 business areas that must be performed as vendors prepare to go to market with their distribution channels and their selected business partners in the channels. Implementation may vary, but you cannot ignore these tasks. This book will get you started on the right track.

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