

KEY ASPECTS TO BUILDING A CHANNEL

- Identify Key Consulting Players in your industry, top tier and mid tier
- Identify Key Competitors in your industry.
- Decide whether to compete or augment?
- Identify key resellers / impact players in your vertical
- Put long range plan to go after each niche, Phase 1I, II, III targets

KEY ASPECTS TO CHANNEL PROGRAM EFFECTIVENESS

Build an effective channel partner program

- Web site
- Training program
- Sales tools
- Mentoring
- Revenue goals tied to discounts / profit margins
- Certification program
- Co-marketing program / funds