

THE 4-6 MODEL OF CHANNEL PARTNER ENGAGEMENT

There are a few tell-tale characteristics of engaged channel partners, but seeing those qualities in action depends on whether you're creating the right program conditions. Are you setting your partners up for

TO EXHIBIT THESE 4 PARTNER QUALITIES:

ALIGNMENT: Identifying with your brand and demonstrating in-depth knowledge of products and services.

ADVOCACY: Promoting you over competitors, upselling, investing in localized marketing, making referrals, and wearing brand merch.

PARTICIPATION: Actively engaging with program objectives and communications, providing feedback, and collaborating with peers.

PERFORMANCE: Advancing collective goals and generating measurable program revenue.



CREATE THESE 6 PROGRAM CONDITIONS:

ENABLEMENT: Empowering experiences, seamless onboarding and training, and customer-ready marketing materials.

SUPPORTIVE RELATIONSHIPS: Connections with field team reps and tech support, and easy access to prospect demos or guides.

RELEVANT COMMUNICATIONS: Tailored and targeted communications and personalized partner portals.

INCENTIVES & RECOGNITION: Compelling reward options and recognition for achievements - transactional and non.

PRODUCT SUCCESS: Ongoing enhancements to boost marketability and product value for sellers and end customers.

BRAND IMMERSION: Defined values, clear goals, and opportunities to collaborate using partner forums.



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