

The Channel Partner Challenge

Business executives are constantly challenged with improving the sales process and throughput of their channel partners. Both want to drive costs down, while at the same time increasing what's in their sales pipelines and the conversion to sales. Often times the channel partners keep close reign on their customer and prospect database so the company has limited reach and control. To make things worse, Joint Marketing Funds are often under-utilized, or allocated inappropriately.

Channel Partners are faced with the need to increase sales while keeping a lid on staff and selling expenses. The typical channel partner has strength in the latter stages in selling, by diagnosing prospect problems and closing with the best solution. Unfortunately, they are not efficient or well versed at the early stage pre-sales prospecting process. Forrester Research released a study showing that in most channel partner programs, this key step in the sales process often goes undone. This gap in the sales process creates a "sales black hole" or "revenue stall" problem and is a major dilemma to growing sales for both vendors and their partners.

However, the study also revealed that the channel partners sales process is accelerated when sales teams focus on "qualified sales lead" opportunities. The qualified spec refers to prospects that fit the vertical market profile with the correct contacts pre-identified and engaged, prospect has acknowledged the business pains (which your product can solve), a timeline identified and has access to budget to resolve. In short, best practices indicate that a vendor that sells through the channel should control the front end of the sales process, (the demand generation/lead generation and qualification steps), to better control their financial destiny.

The DMP Solution

To address the above challenges, Direct Marketing Partners has developed a "Channel Partner Sales Lead Program." This approach fills the need for generating qualified sales lead opportunities and does not duplicate or conflict with your internal channel partner programs.

Our bundle of services is custom wrapped around your business needs as well as the needs of your channel partners, and we bring best practices to the process.

Key: Qualified Opportunities Raise Sales Success Rates



Benefits for You and Your Channel Partners

Benefits for your Company

- Turnkey qualified lead generation programs
- Fast and scalable process to boost channel sales
- Program accountability
- Increased control over the early stages of the sales process reduces risk
- Improved sales efficiency, by keeping channel partners focused on pre-screened and qualified prospects for your services or solutions
- Elevates your company's status by feeding partners qualified opportunities
- Saves money. DMP provides you a professionally managed program, which you in turn can offer to channel partners and pay for with MDF/co-op funds
- Saves staff and resources. DMP provides the program management, target prospect lists, trained telespecting staff, lead generation expertise, systems and automation tools to accurately carry out each channel partner's sales pipeline building campaign

Benefits for your Channel Partners:

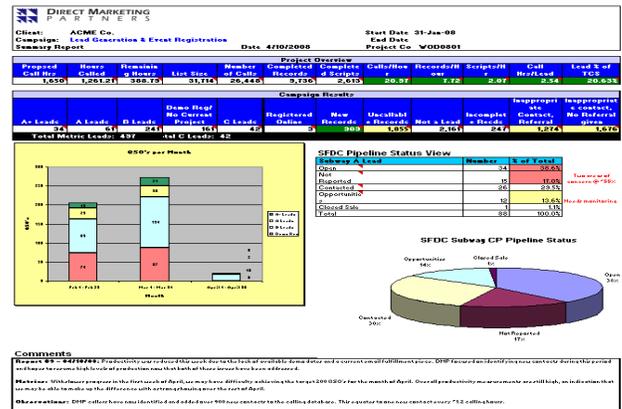
- Turnkey qualified sales lead generation
- Predictable way to increase sales
- Boosts sales efficiencies by focusing the sales team on qualified sales leads
- Accelerates the sales cycle
- Delivers new business decision-makers
- Provides third party confidentiality for prospect and customer databases.
- Maintains sales momentum
- Longer term future prospects identified



About Direct Marketing Partners

Direct Marketing Partners is a B2B strategic marketing, consulting, and tele-services provider that specializes in building target databases and qualified sales lead pipelines for firms with a complex sales process.

DMP provides go-to-market resources with complete pipeline results tracking and campaign ROI analytics.



DMP provides the marketing automation platform and call center software tools at no additional cost as part of our service provider offering. DMP integrates our service platform with all marketing automation platforms and CRM/SFA tools on the market.

Who uses DMP resources?

Firms with complex B2B selling processes harness DMP resources and systems to help them plan and execute go-to-market campaigns that produce fruitful sales pipelines in new markets, or dig deeper in current ones, with limited staff, budgets and short lead times with no room for error. These firms use DMP to generate demand and qualified sales lead pipelines to spec, which accelerate their marketing-through-sales cycles with optimal conversions to sale.



For your next move, we suggest a **no-obligation consultation** to discuss how DMP's Channel Partner Sales Lead Programs may help you boost your channel sales. Contact us today.



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