Channel Partner Support Increasing Sales and Growing Market Share

OVERVIEW

The supplies business is a margin-critical, high-velocity business for our client, a global technology manufacturer, and they needed additional partner support to reinforce channel supply sales efforts and drive OEM supplies growth. They felt their channel solution only exploited 20 percent of an estimated $1.5B market potential. To reach their growth goals for the mid-tier B2B reseller account segment, the client needed a highly skilled, highly trained sales force.

ACTIONS

Since 2001, MarketSource has been providing sales coverage across the U.S., driving revenue and market share growth for more than 2,000 of the client's channel partners. The team is comprised of outside and inside sales professionals, sales support representatives, business analysts, and a dedicated management team. The team is aligned with the client's own field team and is deployed within three regional territories.

MarketSource developed a tiered channel partner program to target the right channel partners, penetrate deeper into the customer database, and create a migration plan to escalate support status of channel partners. The MarketSource team provides product training, develops and implements marketing promotions, executes incentive programs, and assists in closing end-user deals to increase profitability. Additional responsibilities include increasing customer sell-through, mindshare, and market share through relationship-building, training, and support.

RESULTS

Through MarketSource's efforts and presence, our client is better equipped to meet and/or exceed its growth goals for these mid-tier reseller accounts.

- Responsible for an annual quota of ~$320M.

- Consistently meets or exceeds quarterly quota.

- Executes marketing programs in excess of $800K a year with ROI average of ~13:1.

- Low turnover with an average tenure of more than five years for sales professionals in the program.

- Provides actionable go-to-market intelligence to client.

Better sales are MarketSourced® | 11700 Great Oaks Way, Suite 500 | Alpharetta, GA 30022 | 770.674.5000 | marketsource.com

0317