

Channel Partner Focus Reverses Erosion Trend and Grows Market Share

OVERVIEW

As a global provider of business collaboration and communication solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world, the client was facing challenges driving consistent revenue growth through their SME channel partners.

This led the client to dramatically expand the scope and scale of their partnership with MarketSource, drawing upon several of MarketSource's core competencies—including the ability and expertise to deliver focus and precision in this category. The decision to outsource not only resulted in significant growth with their SME channel business, but it also allowed the client to focus their efforts in other areas, such as enterprise channel and direct sales.



ACTIONS

MarketSource manages all SME channel partners for this telephone equipment manufacturer worldwide. The team includes inside channel account managers, field channel account managers, trainers, business analytics and demo specialists. This entire functional group allows MarketSource to become a trusted business advisor to the channel partners and help them grow tactically, strategically and financially.

Utilizing MarketSource's four-phased approach to client engagements ensured maximum benefits would be delivered to both the client and partner community.

Phase 1 – Assessment: MarketSource's proprietary assessment phase is where it all begins. It is included in all engagements to ensure the entire sales challenge is diagnosed and the proper solution is executed. This process was comprised of conducting multiple interviews, reviewing documentation and analyzing historical performance. Insights were consolidated into a thorough root cause analysis on where the organizational challenges lie. Through this process, MarketSource identified the client's most urgent challenge: getting consistent revenue production from their channel partners.

Phase 2 – Source Talent: At the core of all MarketSource solutions are people. Once the problem was identified in the assessment phase, the next step was to assign the appropriate resources to solve the client’s inconsistent channel production. Once the magnitude of the challenge was fully identified, MarketSource leveraged its global talent acquisition partnership to fulfill the 46 field-based roles across the United States, Europe, Asia and Latin America markets.

Phase 3 – Execution: The answer to this particular challenge was a combination of products under the gain-new-customers solution. The first crucial step was recruitment. This began by partnering with the client to create an ideal partner profile based upon the shared characteristics of their most successful partners. Once the target partner had been illustrated, it was now time for MarketSource to recruit and source new partners that fit the client’s ideal partner profile.

The next step was onboarding and activating channel partners. The output resulted in working with new partners to ensure they received proper training, certifications and equipment needed to immediately be 100% effective. Furthermore, MarketSource coached and assisted the partner in their first sales transactions.

Phase 4 – Optimization: MarketSource embeds a team of experts into the program to monitor and evaluate performance. Through customized reporting and dedicated attention, they were able to implement improvements and best practices into the client’s organization. MarketSource worked with all partners to drive sales and maintain accurate forecasting, as well as maximize the full benefit of marketing campaigns and product refreshes.

RESULTS

This portion of the client’s business had been slowly and consistently eroding over time. Since full outsourcing management of their SME channel business (consisting of 3800+ partners) to MarketSource, this program has resulted in more than \$183M in revenue for our client. The growth in market share has been dramatic, representing a 17% improvement year over year.