

## Improve your partner relationships, increase your revenue and stop wasting time

Are your partners selecting to sell other vendors products over yours? Does your competition understand how to align their products and services with your partner's business strategy better than you do? Are you getting the results you plan from your partners? Do you have a consistent way to predict current and future sales potential? Can you proactively manage your existing partner relationships?

We all know the challenges facing technology companies today: Acquiring new customers is expensive, margins are tight and forecasts are less predictable than ever. To get your partners to focus on your solutions requires fostering a better relationship with them than other vendors and in some cases even your competition. Unfortunately, according to industry analysts and professionals, the majority of technology companies do not have a consistent, predictable, and mutually beneficial partner relationship management strategy.

Addressing these critical issues is the first step to true success in today's challenging marketplace. By developing a clear understanding of your partner's business and effectively managing the company-partner relationship, you can:

- *Build strong, trusting relationships*
- *Ensure partners choose your products over the competition*
- *Increase revenue*
- *Reduce unproductive time*
- *Improve forecast accuracy*

### ***Knowledge + Relationships = Win/Win***

You can leverage the insight and talents of both organizations to align your company's products effectively with your partner's business objectives. You also can create a consistent predictable methodology to manage your partner relationships, including their current and future potential. And, with a strong methodology you can improve forecast accuracy. The bottom line? You gain wallet share and mindshare.

The good news is there are best practices your company can implement in two key areas: *Understand your partners business* and *company-partner relationship management*. Adopt these best practices to improve your partner relationships and you can drive more revenue — disregard them and you run the risk of losing out to your competitors.



### Understanding Your Partner's Business

With this best practice your company will:

- Understand the partner culture and how to use it as a tool to predict partner success and ultimately yours.
- Identify key partner personnel and their business objectives to position your products most effectively.
- Know which questions to ask within the different partner types to help your company predict partner growth and determine where you spend your time.
- Match your products and programs to your partner's business objectives building productive and strong relationships.

### Company-Partner Relationship Management

With this best practices your company will:

- Segment/analyze your go-to-market strategy and partner territories to develop a plan for maximum productivity.
- Assess your partner's organization and decision-making to enable better communications.
- Develop optimum call/meeting plans to ensure effective meetings and reduce wasted time.
- Establish collaborative annual business plans with your partners as the foundation to building consistent and predictable results.

By effectively adopting these practices, you will build a more productive relationship with your partners driven by mutual benefits and trust which will naturally create preference for your products. You build the capability to align your company's products effectively with your partner's business objectives which will drive increased revenue and forecast accuracy while reducing unproductive time.

*"In an effort to achieve consistent indirect sales and partner management, Oracle North America customized a sales and territory management methodology. The result was a more strategic relationship with our partners prioritized by partner potential return and ultimately greater accuracy to our forecasts with a common language and understanding of the sales process."*

— Rauline Ochs, SVP North American Alliances & Channels (former), Oracle Corporation



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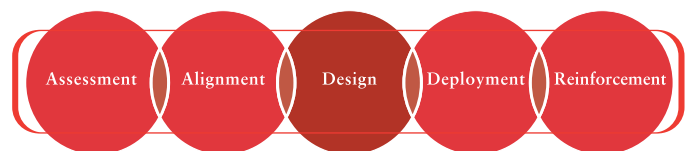
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### Call on Treaster Consulting Group

Ready to improve your partner relationships, increase revenue, ensure competitive preference and reduce wasted time? Call on Treaster Consulting Group — the specialists in delivering proven programs for company-partner relationship management.

Our services are delivered by industry experts who have careers ranging from strategy to execution within channel and alliances organizations in the high tech market place.

Our proven methodology consists of five phases:



The detailed tasks embedded within the methodology are customized to meet the specific requirements and business goals of each company.

### Treaster Consulting Group services include:

#### Consulting

A systematic approach to company-partner relationship management, including

- Processes
- Measurement and metrics
- Systems and tools

#### Software / Tools

- Software and tools that support processes and methodology
- CRM integration

#### Training

Customized services to meet your specific needs, including

- Partner Relationship Management
- Understand Your Partner's Business
- Deal management for reseller partners

#### Adoption

Reinforcement of new methods, processes and systems for your company

#### Coaching

Team or individual services to help your field staff interact more effectively with partners

*For more information on how your organization can use powerful company-partner relationships to grow your business — now and in the future — please contact Treaster Consulting Group.*