



## Stimulating Sales Channel Success

### Managing via Influence

By Ron Snyder

How do you manage channel partners- who don't report to you and carry many product lines?

Show how you help them sell more, faster, at lower cost, and/or win vs. key competitors...  
and make it easy for them to do this!

How do you do that? Here are a few key elements of success.

#### 1. Clarify market segments to pursue

- Clarify what market segments are most likely to buy your product and what people (titles/roles) they will have the most success with.
- Explain the need that your solution fulfills for each of these segments and individuals.
- Show them how your offering is better than the alternatives (i.e. competitive products, developing it in-house or staying with what they have) for each segment, title/role.
- Give them just enough market and product knowledge- including strengths and weaknesses vs. the competition- for them to be able to sell your unique value. Do not overwhelm them with too much detail. Have additional resources available on an as-needed basis.

#### 2. Establish the key sales process milestones

- Review the specific actions the top sellers are taking to sell to the end customer.
- Synthesize this into the critical few milestones in the sales process and the actions necessary to complete each milestone.
- Identify and generate the selling tools for each milestone. For example, you may need a web-based ROI calculator to speed up the evaluation of options milestone.

#### 3. Support their selling efforts

- The key to managing via influence is to provide real value each time you interact with them.
- Help them establish a sales plan, including how to ramp up the sales team and penetrate each of their market segments.
- Hold regular conference calls/meetings that add insight into account strategy, selling vs. the competition, company accomplishments, promotions, etc.
- Establish Key Intervention Points in the sales process. These are the points in the sales process at which you can make the greatest contributions. Encourage them to bring you in at these points.
- Focus on enabling them to sell- vs. selling for them. Early in the partner ramp-up, you will need to do much of the presenting- especially re the market need, product capabilities and competitive advantages. Your job is to build their ability to cover these topics effectively.
- Track and drive results via sales force automation tools and regular engagement with their sales management to uncover where they need more support- training/information needs and winning specific accounts.



# Breakthrough, Inc

*Accelerating Revenue Profitably*

## About the Author

Ron Snyder

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As a sales and marketing consultant, for the past 19 years, Ron has helped companies dramatically improve their sales and marketing results in complex selling environments. Results include:

- ◆ Achieving sales targets
- ◆ Generating qualified leads
- ◆ Improving conversion rates
- ◆ Accelerating sales process velocity
- ◆ Controlling costs of sales and marketing

He has worked with industry leaders, such as HP, Cisco Siemens, Philips, Alliance Imaging, Synopsys, and rapidly-growing companies such as NetSuite, Zeus Technology and Zonare.

Prior to that, in his 11 years at HP, Ron was consistently recognized as a top performer in sales, marketing and management roles related to medical, computer and software solutions.