



Channel Selection

Optimize your channel network one partner at a time



Client: Leading Global IT Provider

Objective: Accelerate market growth & profitability for new technology

Approach: Create Ideal Channel Template

Our client was interested in bringing a new technology to market. While the client had a broad network of channel partners in place, it was clear that few had the capability or willingness to support this new technology. An approach was needed to first identify existing partners that were a good “fit” from a capabilities standpoint and eager to market the new solution. The network was then augmented with new channel partners to fill any market coverage gaps.

- Define the roles/responsibilities for the channel partner in your broader go-to-market strategy
- Develop the “ideal channel template” based on these roles & responsibilities
- Identify potential channel partners (within or outside the existing network)
- Screen and select candidates based on the channel template
- Recruit and ramp up partners—with unique channel management strategies based on partner rating against the template

Ideal Channel Template



Lynn Cullotta Consulting worked with the client to create a granular picture of the “ideal channel”—based on the role the channel was expected to play in the overall go-to-market strategy. Over 30 characteristics of that ideal channel were defined. They spanned management, sales/marketing, operations, and finance components of the channel’s business. This template was used to evaluate and prioritize potential channel partners in each of the client’s target customer segments and geographic markets.

Channels were recruited on a priority basis to build sufficient market coverage. Finally, a “customized” channel management plan was created for each new channel partner—aligning our client’s resources and metrics to the areas most in need of support from the supplier.

Result: Capturing the #1 or #2 Channel Partner in Each Target Market

As a result of this work, the client grew their new technology sales at over 4X the rate of their closest competitors. And having established a position as the brand standard, a highly profitable “annuity” business resulted from add-on sales to its customer base.

The client built a channel network that included the #1 or #2 player in each market, which lowered sales/marketing costs, and accelerated revenue growth, for a series of subsequent technology introductions.



LEARN MORE.

cpc@lynncullotta.com 224.239.2525 Scottsdale, AZ 85255