



Are Your Partners Ready for 2-3x More Revenue?

How to Enable Your Partners to Carry More Weight, Find the Right Opportunities, and Grow Their Business



Agenda

- Speaker Introductions
- Understanding the Partner Landscape
- Partner Enablement & Engagement
- Case Study: Enablement Workshops
- Joint Marketing Best Practices
- Q&A



Speakers

Moderator:



Kristin Carey

VP Partner Development



Panelists:



Mimish Lesperance

Senior Director, Channel &
Field Marketing



Penny Byron

Founder & Principal



(Advisor to Cisco, Juniper, Extreme, Check Point)

eTrigue Overview

- Through-Channel Marketing Automation
- Software + Services
 - ✓ Specialize in Channel
 - ✓ Digital Marketing Program Execution
 - ✓ Sales Performance Tracking
 - ✓ Creative Team
- Supporting 93 countries

Clients





Understanding the Partner Landscape

The Complexity of Partners

“Partner enablement can be a complicated game. Different partners will have varying degrees of **sales acumen** and **technical knowledge**. Some might be excellent salespeople who struggle with the nuts and bolts of your product or service. Others might be able to fully grasp how your solution works, right off the bat, but have trouble engaging with prospects.”


“That **variability in knowledge and skill** can muddle your partner enablement strategy. You might have to provide **different kinds of resources, information, and attention** to individual partners.”

Source: <https://blog.hubspot.com/sales/partner-enablement>

Getting to Know Your Partners

- Marketing Maturity
- Partner Coverage
 - ✓ Selling Areas
 - ✓ Technical Capabilities & Certifications
 - ✓ Knowledge of Products
- Key Stakeholders
- Short-Term & Long-Term Partnership Goals
 - ✓ Joint Marketing Plan
- "Skin in the Game" & Accountability





Partner Enablement & Engagement

Enablement: Staying Top of Mind

“You can’t look at enablement as a ‘one and done’ event, with channel sales enablement, you need to be there continually.

Yes, you want to be there in the beginning to onboard them, and help them get started, but then you need to be **constantly top of mind**, so you’re providing enablement that your competitors aren’t.”

Jim Ninivaggi
Brainshark’s Chief Readiness Officer

Channel Case Study

- **Client:** Enterprise SaaS Vendor
- **Challenge:**
 - Time between Partner onboarding & first transaction too long
 - Overall lack of sales after Partner onboarded, post-recruitment
- **Solution:**
 - Partner welcome meeting and staggered touch points with action items
 - Regionally hosted web-trainings – how to spot opportunities and provide demo
 - Sales and SE overlay resources provided throughout initial 90 days
 - Resources extended to 12 months for Partners that bring and close a deal
- **Result:**
 - ✓ Time to revenue reduced from 90 days to 23 days
 - ✓ Partner retention improved by 50%

Partner Enablement & Engagement Tips


Partner Enablement Process

1. Onboard Partners
2. Determine Mutual Goals & Targets
3. Conduct Extensive Partner Training
4. Keep Partners Up to Date on your Product or Services

Source: <https://www.business2community.com/sales-management/10-ways-empower-channel-partners-drive-sales-growth-0944371>

Engagement Tips

- Continually Get to Know Your Partners
- Connect Partners with frontline Engineers and Product Managers
- Create the Right Demand Generation Programs
- Reduce Direct Sales Competition
- Anticipate Disengagement & Waning Interest
- Focus on What Matters
 - ✓ Sales Volume
 - ✓ Market Share
 - ✓ Brand Reputation
 - ✓ "Share of Customer"



Case Study: Partner Enablement Workshops

Case Study: Deep Dive Enablement Workshops

- Virtual Workshops – One to Many
- Grouping: Partner Geography
- Focus: Application Security (WAF)
- Technical & Sales Sessions
- Training & Incentives
- Gain Partner Mindshare
- Ongoing Nurture



Joint Marketing Best Practices

Opportunity Delivery & Development

“Managing a channel is much more complex (and expensive) if it isn’t data-driven. Channel account managers spend a large percentage of their time chasing data for partners and burning selling cycles on preparation for partner quarterly business reviews (QBRs).

Channel pros are struggling with managing lead passing and opportunity progression.”

Jay McBain
Principle Analyst

Source: [\(1\) Channel Data Is A Competitive Differentiator | LinkedIn](#)

73%

of marketers
consider
managing
partners a major
challenge.

Finding the Right Opportunities

- Start with a Cleansed Database
- New Logos & Whitespace
- Include Prospect & Customer Insights in MQLs
- Empower Partners with Sales Resources
 - ✓ Call Guides
 - ✓ Product Videos
 - ✓ Links to Solution Resources
- Make it Easy to Locate Lead Details
- Guide Partners through Deal Registration
- Communicate & Follow Up

Lead Alerts & Follow-up Accelerate Your Results

Real-time Alerts

Real-Time Opportunity Alert

JIM SALESPERSON, CLICK HERE

Contact: James Moody Jr.
Source/Profile Title: Partner - Partner name
Company Address: IT Operations Analyst
University of Florida
1 University Avenue
Gainesville, Florida 32611
Phone:
Fax:
Email:
Website Memo: james.moody@ufl.edu
http://www.ufl.edu

Lead Alert: 12/24/2019
Visit Length: 0:01:48 Visit Alert
Stay Total: 00:56:02
Pages Visited: 6
From: University Florida
Medical Center | US |
159.175.100.74
Referring URL: NA

Page	Duration
Website-Home Page	00:06:22
Website-Product	00:09:50
Website-Services	00:10:02
Website-Contact Us	00:05:32

Please take the following steps within the next 60 minutes:

1. Click on Blue "Click Here" bar to see info on page visits and content downloads.
2. Contact Prospect to discuss their interest level.
3. Update details of conversation, the outcome and opportunity.

Learn how to get the most out of Real-Time Lead Alerts:

- Increase converted rates by up to 10X
- Increase qualification rates by up to 7X
- Timely information leads to more engaging calls

Partner Central Channel Partners

We enable partners to create a high growth, profitable and differentiated business utilizing our award-winning products to address new opportunities to quickly grow their business. With rich margins, benefits and rewards, partners enjoy an outstanding return on their measurement with us.

Last Received

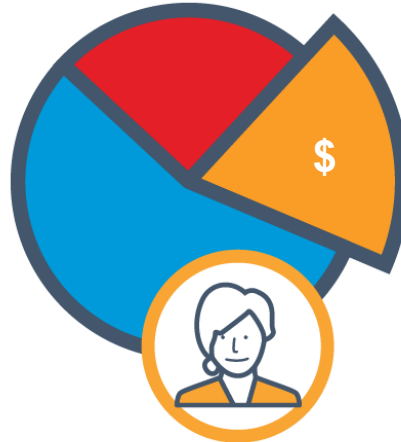
Sent Date: 2/14/19 4:57 PM
Campaign Name: Partner Lead Accelerator Campaign
Campaign Description: Lead Accelerator Campaign
Subject: Everything you ever wanted to know about our products Webinar

Last Participated

Campaign Name: Partner Lead Accelerator Campaign
Campaign Description: Lead Accelerator Campaign

- Contact information
- Sales materials
- Most recent campaigns

Sales



- Using alerts video
- Visit details
- Follow-up process

Sales Follow-up

Paul Huston
Senior Corporate Security & Intelligence Advisor
VIA Rail Canada
Active

CONTACT INFORMATION
paul_huston@viarail.ca
(514) 871-6618
Created: Sep 23, 2019
Modified: Jan 7, 2020

SCORES
Relationship 1
Activity Score 30
Confidence Score 0

ACTIVITY SUMMARY

Interactions over all time

- 4 visits January7, 2020
- 14 page views (00:08:59)
- 9 sent emails
- 1 opened email
- 11% open rate
- 0 form submissions

Step 1
Choose Response Type
Meeting 03/27/2020 10:00 am

Step 2
Choose Opportunity Level
\$100k

Step 3
Add Sales Notes
I had a good call and have scheduled a meeting. Paul will be including his Chief Security

Submit

- How long did it take sales to respond?
- What was the outcome?
- Includes notes & qualification questions

Track Performance To “Each” Partner Sales Rep

TOP INDIVIDUAL PERFORMERS

TOP PERFORMERS IN RESPONSE TIME

Maria Chen	Mark Zill	Gloria Ramirez
5.2 minutes 5.2 min 1.7 days faster than average	2.6 hours 2.6 hours 1.5 days faster than average	23.5 hours 23.5 hours 16.3 hours faster than average

Maria Chen	Mark Zill	Gloria Ramirez
550k 71% of overall opportunities identified 17 responses	200k 26% of overall opportunities identified 22 responses	25k 3% of overall opportunities identified 16 responses

IDENTIFIED OPPORTUNITIES

Amount	Opportunities
\$5,000	0
\$10,000	8
\$50,000	6
\$75,000	5
\$100,000	3

RESPONSE BREAKDOWN

Type	Responses
Meeting	22
Conversation	14
Left voice mail	33
Spoke to admin	6
Referral	3

NON RESPONDERS

Steve Gere	Mike White
2 66% of overall pending leads	1 33% of overall pending leads

Sales Follow-up

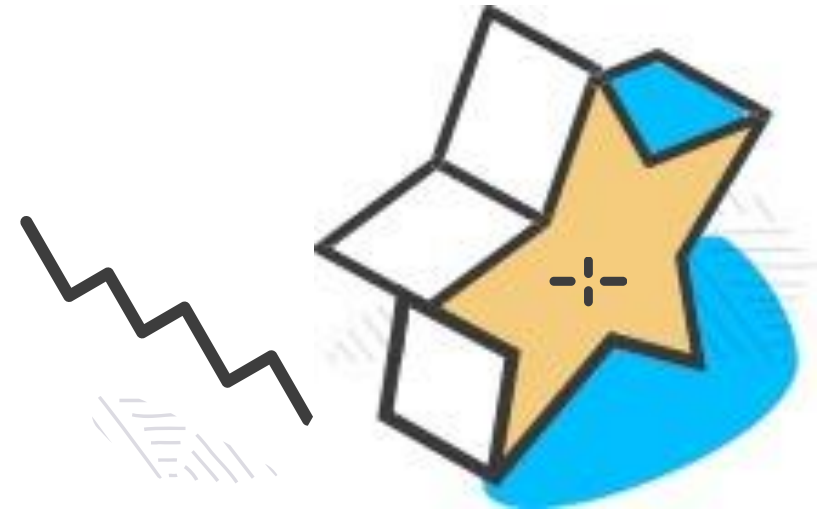
Opportunities & Outcomes

The Doghouse

Key Takeaways

Growing the Business Together.....Where to Focus

- Grow **with** Your Partners
- Partner Selection: Capabilities, Certifications & Commitment
- Consider Marketing Program Structure
- Select Appropriate Database & Audience
- Identify & Deliver the Right Opportunities
- Weekly Accountability Sessions
- Measure Partner Success
- Clear ROI & Marketing Generated Revenue



Thank you!



Stay in Touch:

Meet with us: <https://www.etrigue.com/demo>

Look for our next
webinar invite:

***“Selecting Top-
of-Funnel
Content that
Drives Quality
MQL’s for
Sales”***



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