



Frank Rauch on Building High-Performance Channel Organizations

Speakers



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Global Channel Chief

(Leader, Board Member, Philanthropist)



About eTrigue

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
 - ✓ Specialize in Channel
 - ✓ Digital Marketing Program Execution
 - ✓ AI Lead Insights & Sales Performance Tracking
 - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

Clients:





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How has the role of the Channel Chief
evolved from when you started, to today?

What do you **look for** / what are your **expectations** of Channel Marketing?

What is an example of a **great working relationship** with a Channel Marketing Team?

How can we best **enable** Partners to hunt?

How can we best **prepare** Partners with context, intent and conviction to hunt?

What are the **best skill sets** for
an aspiring Channel Chief?

Tools & Automation

How can they help you win the channel?

When does **Channel Marketing** need
external resources?

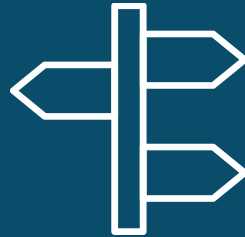
Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal
guide to scale
partner
marketing



Tips on what
to prioritize
for the most
impact



[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)



Thank you!

Let's meet:
etrigue.com/demo

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