



## Channel Development



Bolstering a reseller channel can be a daunting task for any vendor or distributor. Having worked exclusively in the UK channel since 1998, CPB has developed a broad understanding of both the technologies and the routes to market involved.

We can therefore make this challenge much less overwhelming than it may seem.

A database of the IT channel within the UK is available to augment a development programme.

### Typical Objectives

- To identify and develop new partner relationships
- To re-energise dormant relationships
- To expand existing relationships
- To enhance co-marketing programmes
- To capture intelligence for ongoing marketing programmes

### Method

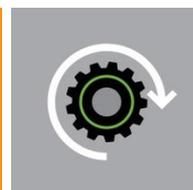
1. A campaign briefing takes place to agree on the type of organisation to be targeted, the source of the target data, the preferred approach, the call to action and reporting and lead criteria. Any collateral to be emailed or posted is also agreed. This briefing is aimed at ensuring that the client's expectations are in line with what the CPB Campaign Manager feels is achievable

2. A briefing document is then prepared by CPB and circulated for approval, and it is this that forms the basis for educating CPB's telemarketers on the task in hand
3. Initially, telemarketers will refer to the distributor/reseller's website for vetting and to capture any relevant profile information
4. Decision makers or influencers within the targeted distributors or resellers are approached and the CPB telemarketer will endeavour to qualify whether an opportunity exists. Relevant contacts are identified via CPB's database, web, social media or direct telephone approach
5. The delivery of collateral and emails is overseen by the nominated CPB Campaign Manager
6. Where an opportunity is identified, the telemarketer will generate a lead report after the call. If the follow up is urgent, the CPB client will be telephoned immediately

### Reports

All lead reports are checked before they are distributed to the client via the CPB Sales Lead Manager (SLM), a portal-based delivery system. The aim is to get lead reports to a client no later than 9.30a.m. on the working day that follows the date of origin.

A daily statement of results is issued to give a simple snapshot of activity and results.



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