



Channel Development

Building Profitable Partner Relationships

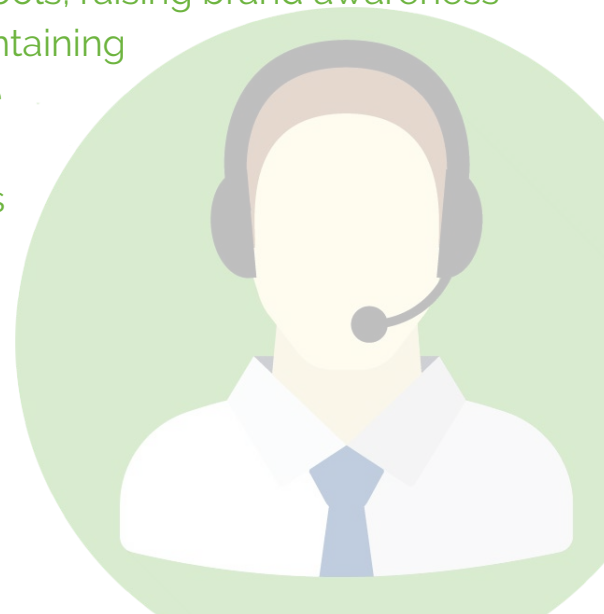


INTRODUCTION

An IT reseller or business partner is an essential part of the IT channel. They are the key mechanism that sells products, solutions or services on behalf of a software, hardware, networking or cloud services vendor.

Effective partnerships between a vendor/distributor and IT business partner, are the foundation for leveraging resources, marketing tools, raising brand awareness and in turn generating healthy revenue streams. Maintaining existing relationships is important for longevity of the partnership. However, in the fast-paced world of IT, no-one should risk standing still, there should always be a focus on recruitment of new channel partners.

But where to start?



OVERVIEW

CPB's channel development service, is the ideal route for IT vendors and distributors who wish to identify and build new business partner relationships or simply to re-ignite partnerships that may have gone dormant.

Having worked solely within the IT Industry since 1998, CPB's agents have developed a broad understanding of both the technologies and the routes to market involved. This makes the channel development challenge much less overwhelming than it may otherwise seem.

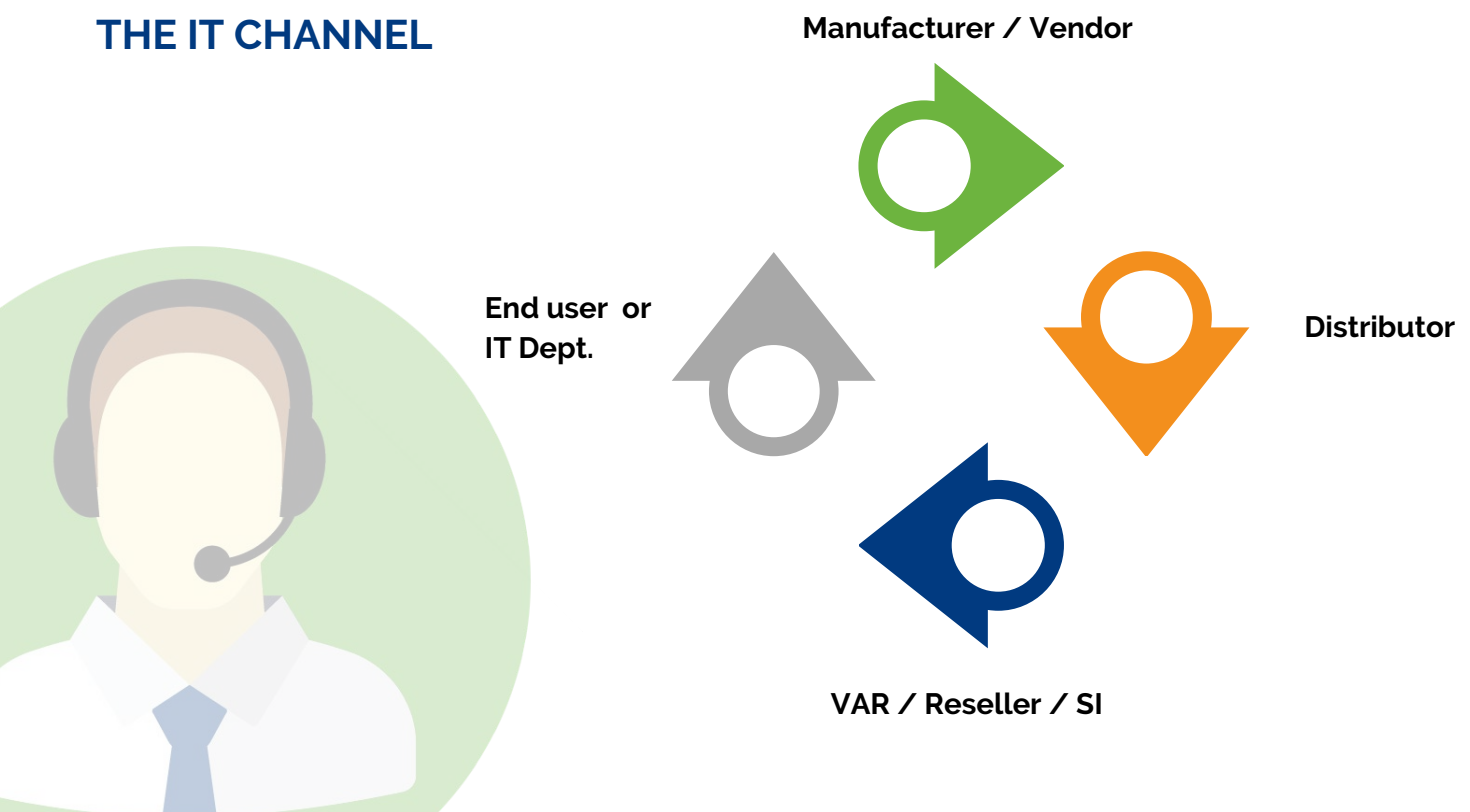
CPB has exclusive access to ProspectaBase, a comprehensive UK IT channel database containing 15,000+ IT organisations. Each campaign is complemented by the use of intelligence rich reseller data; a vital element of any channel development programme.

CPB will work with you to identify the right calibre of business partner, to form your target audience, as well as to develop the value proposition being taken to market. CPB's agents act on your behalf to have conversations with decision makers and senior influencers, representing your portfolio, available partnership schemes and benefits of becoming a partner.

With a range of integrated marketing services to complement channel development calling efforts, CPB has an armoury of tools to reach out to your target partner in a multi-channel way;

- eMarketing
- Digital marketing
- Social
- Multi-touch marketing
- Account-based marketing

THE IT CHANNEL



LET'S GET PLANNING

- 1.** A campaign briefing takes place to agree on your target data demographics, the proposition being taken to market, as well as preferred call to action and lead timescales. During the briefing call / meeting, collateral is also agreed on for any digital, social or emarketing activities that are running side by side of the channel development campaign. This briefing is aimed at ensuring that the client's expectations are in line with what the CPB Account Manager feels is achievable.
- 2.** Timescales are agreed on for activity kick off. A schedule of dispatch dates/times is compiled for all other services (if applicable).
- 3.** If you'd like to meet the CPB team to deliver training or simply to get to know everyone who is representing your company during the campaign, a date is diarised for an onsite meeting (...if you're busy, this can of course be done via a web meeting)
- 4.** A briefing document is prepared by CPB and circulated for approval. It is this that forms the basis for educating CPB's marketing services agents on the task in hand
- 5.** A data list is created, based on the target demographics discussed during the initial briefing. The list is shared with you securely for review and for all necessary exclusions to be applied
- 6.** eMarketing, digital marketing and social (if applicable) comms are set up, ready for dispatch



LET'S GO LIVE

Documents have been approved, collateral has been set up for dispatch (if applicable) and CPB's marketing services agents are now ready to hit the phones!

1. Calling efforts commence, with a view of identifying and qualifying partnership opportunities, as per the agreed proposition.
2. Decision makers or senior influencers within the target organisations are approached and the CPB agent will endeavour to qualify if an opportunity exists.
3. The delivery of eMarketing, Digital Marketing and Social (if applicable) is overseen by your CPB Account Manager. Analysis report is created for all remits, 72 hours after the dispatch.
4. Where an opportunity is identified, the agent will generate a lead report after the call. If the follow up is urgent, your CPB Account Manager will notify you immediately.
5. A daily Statement of Results is circulated, outlining calling stats of the previous day.
6. Lead reports are published to the CPB Sales Lead Manager portal, after undergoing a vigorous vetting process to ensure the opportunity is as per the agreed brief.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

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CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products. CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs. Our team has now obtained over 75 accreditations from 21 vendors.



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