



11

Reasons Why Partners Will Leave Their Vendors

1



It's Not Easy

A Forrester Research study shows that **EASE OF DOING BUSINESS** with a vendor sits near the top of channel partner requirements.(1)

2



More Choices

Every year new **VENDORS ARE TARGETING YOUR PARTNERS**. You need to make sure you keep your processes and programs relevant

3



Personalization

Do you make your partners feel unique? Is your marketing team thinking about the four R's- **RECOGNIZE, REMEMBER, RECOMMEND AND RELEVANCE?** (2)

4



Communication

Monthly phone calls are not enough. Do your partners **HAVE ACCESS TO ALL INFORMATION** needed in a consistent, easy to access and relevant fashion?

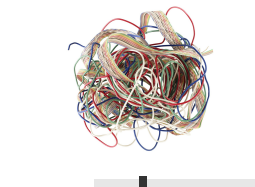
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Money

Will your **PARTNERS MAKE ENOUGH MONEY?** Does the offer make sense financially for the vendor and the partner? Is it the right incentive for that geography, segment or market?

6



Complexity

Is your pricing and product configuration **INTUITIVE AND EASY TO UNDERSTAND?** Do your promotions, incentives, rebates, MDF, and/or SPIFF's make sense?

7



Innovation

Vendors that do not evolve will be **FIGHTING FOR A SMALLER PORTION** of the transactional market (3). Investing in new technology is no longer an option....It is a must.

8



Conflicts

Up to 62% of channel partners reveal that **CHANNEL CONFLICT IS THEIR BIGGEST CONCERN** when selling cloud products and services (4).

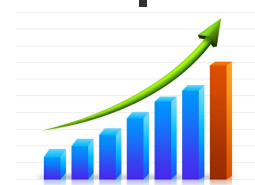
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Products

It's not always about what products you sell, it is about **SELLING THE BUSINESS OUTCOME THAT YOUR PARTNER WANTS**...experience over engineering (5)

10



Performance

Do your partners **UNDERSTAND THEIR TARGETS AND OBJECTIVES?** Are they **ABLE TO SEE KPI'S** showing how they are measuring up against those in real time?

11



Consistency

How **CONSISTENT IS YOUR PARTNER EXPERIENCE?** Do they have access to a single location for all partner needs? Is your portal intuitive? Is the data they see relevant and in real time?

Ready to **SOLVE ALL OF THESE CHALLENGES** and more? Channel Mechanics can help. We offer a suite of Channel Enablement tools for Vendors selling through the channel. Visit [Channel Mechanics](http://www.channelmechanics.com) to schedule a demo or **contact us** for more information. www.channelmechanics.com

References

- 1) Leverage The Channel Management Technology Spectrum by Peter O'Neill, February 5, 2014
- 2) <http://www.mediapost.com/publications/article/266817/what-b2b-organizations-should-know-about-personali.html>
- 3) <http://www.channelnomics.com/channelnomics-us/analysis/2439865/2016-top-10-emerging-threats-number-10-vendor-technology>
- 4) <http://talkincloud.com/cloud-computing/092414/study-62-fear-channel-conflict-when-selling-cloud>
- 5) <http://www.crn.com/news/cloud/video/300082808/vendors-innovate-to-maintain-relevance-in-new-cloud-world.htm>

