

ENABLE YOUR RESELLERS WITH  
**A CHANNEL PARTNER**  
INCENTIVE PROGRAM  
WHITEPAPER



POWER <sup>2</sup>  
MOTIVATE



For most technology and automotive vendors, your resellers are your life blood. It's these channel partnerships that generate most of your revenue. And it's the word partnership that really has significance here. These aren't direct sales people that you can simply tell what to do - these are partners, allies that you must enable in the right ways in order to help them sell your products effectively.

However, for one in four companies it takes over a year for their channel partners to become fully productive, (CSO Insights). So how do you empower your resellers right from the beginning? Through a Channel Partner Incentive Program.

In this whitepaper, we'll detail exactly how a Channel Partner Incentive Program with **Power2Motivate** will help enable your resellers. We'll cover ways in which a program can:

- Increase sales
- Improve communication
- Improve access to data; and
- Incentivise training and broader engagement

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**“Ultimately, a Channel Partner Incentive Program should put your resellers in control of their own rewards - which is exactly what we do at Power2Motivate.”**





## INCREASE SALES

The ultimate end goal of an incentive program (and a shared objective for both partners and vendors) is to generate more revenue. When a partner is genuinely motivated by the rewards on offer, they are much more likely to increase their sales of your products.

Most partner programs include some platform whereby resellers can log the sales they've made and earn points in return. But how do you provide rewards that are actually motivating? By giving partners a choice of prize.

At **Power2Motivate**, our global rewards gallery puts resellers in control. It offers channel partners a choice of thousands of rewards, all individually tailored to the country your resellers are operating in. Not only does this ensure rewards are relevant to individual resellers, it also means rewards have less distance to travel, reducing shipping costs and meaning more money can be spent on the rewards themselves.

We also run regular promotions on our reseller programs. Often, channel partners may struggle to sell newer products that their customers aren't familiar with. By running promotions for those newer products, we encourage resellers to familiarise themselves with these items sooner. This enables them to generate more revenue not just from the products that have always been popular but for more recent introductions also.

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## INCENTIVISE TRAINING

As we've said, the end goal of an incentive program is ultimately to improve sales. However, incentives shouldn't just focus on revenue generated. Instead, an effective Channel Partner Incentive Program will empower resellers by motivating them to take on as much training as possible.

It will do this by offering points for consumption of learning materials, be that product demos, training programs or downloading certain educational assets.

In addition, when you introduce training incentives, this also gives you a much better view of which channel partners are consuming what learning materials, especially if you link the incentives platform to a Learning Management System. This allows you to pinpoint any knowledge gaps certain channel partners may have and offer them extra rewards for undergoing training in these areas, thereby improving understanding and empowering them to sell better as a result.

## IMPROVE COMMUNICATION

A Channel Partner Incentive Program will also empower your resellers by improving communication with them. By its very nature, an incentive program requires regular communication - you have to let resellers know the program is in place, and then update them about any changes that occur to it, including any promotions you may be running. If you forego this communication, you will not see Return on Investment (ROI).



All too often, channel partner communication falls by the wayside, so an incentive program gives you an excuse to set up regular correspondence with resellers.

This should be across a variety of mediums and be two-way, giving your resellers the opportunity to ask you questions. The more access resellers get to vendors via multiple touch points, the more information they'll receive and the more enabled they are to sell your products effectively.

## ACCESS DATA MORE EASILY

Introducing a reseller incentive program allows vendors to access much more data than before. We've already shown that it gives vendors a better picture of what training resellers are taking part in, but data gathering should go far beyond this.

You can use the channel partner program itself to gather data. For example, sending out regular feedback surveys and offering points for completing them is an easy way to gather opinions on all aspects of your channel partner operation. This can include asking for feedback on the incentive program itself, the way you communicate with partners and how you offer training. This empowers your resellers to have a real impact on the way the channel partnership works.

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When resellers are logging sales, it also gives you easier access to information about ROI. For example, you can analyse ROI by region, country, and product groups, as well as at the partner company, account management and sales engineer levels. You can then highlight any areas that require improvement and work with your channel partners to carry this out.

You'll also be able to better measure channel partner engagement, finding out how many resellers are attending events (which you can incentivise), how often they are logging into the program platform, and why they are returning to the site.

## **ENABLE YOUR CHANNEL PARTNERS WITH POWER2MOTIVATE**

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At **Power2Motivate**, we have years of experience enabling channel partners in all industries. Our program has extensive data gathering features, and our easy-to-use rewards platform helps put resellers in the driving seat of their own rewards. We also know exactly what it takes to communicate a program effectively and get channel partners excited about different promotions.

You'll also be able to better measure channel partner engagement, finding out how many resellers are attending events (which you can incentivise), how often they are logging into the program platform, and why they are returning to the site.