



CHANNEL KICK-START – an EQSOR service

*A boost to Channel Performance is very rarely beyond concern – but not always within reach of present resources, human and/or financial. For this reason **EQSOR** has forged its **Channel Kick-Start** service to accelerate and improve indirect international sales. The effect is not only that of getting sales underway – it is equally important to give Channel Partners a sustainable performance lift.*

The main principles:

- *Review of existing Channel Packages*
- *De facto hands-on selling by expert sales persons to reinforce Channel Partners' sales resources*
- *Design and carry out marketing and market communication programmes jointly with Channel Partners.*

*The **Channel Kick-Start** Service is typically used, often in a start-up phase, by companies short on channel management resources or by those not satisfied with current Channel Partner performance. It can follow an **EQSOR** Channel Partner Search activity or be undertaken as an individual and dedicated sales-pushing activity for a defined market-place.*

As a stand-alone activity, focusing on sales only, the service can also be used as a precursor or market-opener for corporations aiming at setting up its own direct operation in a given territory.



Objectives:

- Increase and accelerate sales in the market-place defined
- Elevate Channel Partners onto a high-performing platform
- Create/increase market awareness for the Product or Service being sold
- Attract more competent and motivated Channel Partners



Contents:

EQSOR will cooperate with *Client*, typically on a risk-shared, out-sourcing basis. Whilst many functions are very product- or service-dependent, the following main components apply in most cases:

a) Channel Package review

- Identify and highlight Partner motivators
- Review Partner training status
- Review the *Product/Service* Positioning and Packaging
- Conduct a Partner kick-off to introduce the Kick-Start as a true side-by-side activity

b) Selling

- Product/Service familiarisation for EQSOR personnel
- Sales – target groups, message, contacting, demos, closing – with the aid of:
- Sales support from Supplier, Channel Partner and Marketing Programmes

c) Marketing Programmes

- Awareness programme: using third party industry analysts (like Ovum, Bloor, etc.), customer references and the Internet
- Events programme: seminars/roadshows . . .
- Incentives programme: for end-users, for Channel Partners, . . .
- Financial incentives: introductory offerings, hiring or renting *Product/Service* . . .

To achieve impact, a Channel Kick-Start operation will need a minimum of 3 months and should last no longer than 12 months. The results for *Client*: revenue flow and – not the least – the proper share and priority when it comes to the Channel Partner's time & efforts.



EQSOR is a team of experienced consultants – and implementers – specialised in developing international markets for IT suppliers.

We construct profitable Channels for our Clients, offering services like market research, target-market validation, cost/revenue analyses, channel strategies and implementation. Our more than 15 years of experience in assisting IT-companies going international allows our Customers to approach new markets in a cost-efficient and resource-lean manner.

Providing services from Research to initial Start-up of Operations, our Group covers the core of commercially advanced European countries – Benelux, Germany, France, UK and the Nordic region – with Associates overseas.