



How to Choose the Most Profitable Partner Program: The 5 Most Important Considerations for Resellers and Integrators

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What makes for a good—and profitable—partner program? As a reseller or integrator, the partners you choose can help you not only compete, but succeed, by enabling you to distinguish yourself from the competition and generate sales.

In today's very competitive landscape, there are five crucial considerations VARs and technology integrators must examine when selecting the best channel program vending partner for their individual business.

1. **Field engagement at the sales and technical level.** The company with whom you partner should actively provide sales and technical assistance in the field, where you need it. From a sales perspective, this means providing marketing development funds and other marketing tools that can help you to differentiate your business. With regard to technical service/support, the company should provide field engineer pre-sales support, and all subsequent needed technical assistance should be readily available and easy to obtain. The company should also offer training and certification—not only on their own products, but for industry standard certifications as well. These training resources should be available online and onsite upon request, as well as on a regularly scheduled basis. Check to see how often the company communicates with its partners. Many offer newsletters to keep their partners up to date on sales and technical support offerings, as well as keep them informed about the competitive landscape.
2. **Competitive pricing, discounts and margins.** Most companies offer their resellers target incentives. But are they good enough? Be sure that the competitive discounts offered provide a high enough margin to pay your sales team adequately. Also, be cognizant of the frequency of the incentives—are they offered on a quarterly and/or annual volume basis? Find out if the company offers any sort of demo product program in which you can receive demo product at a discounted rate.
3. **Industry leading products.** Do your homework on the company with which you're considering partnering. Are they in a market leadership position? Here are some things to learn about the company:
 - How many years have they been in business?
 - Have they won any industry awards or been recognized in other ways?
 - What are the credentials of its leadership team?
 - Is the company financially stable and growing?

State-of-the-art product offerings are particularly important in both the Pro AV space and UC space. To compete in this space, you've got to offer a competitive product.

4. **Lead reciprocation and sharing.** The identification and sharing of *qualified* leads is critical. Your partner should work very closely with you at the field level to identify, engage, sell to and support your end user customers. Today, the best partners use customer relationship management (CRM) software to track prospects, leads, and deal flow accurately. Make sure you're fully integrated into this process. When your partner engages with you to find end user opportunities, you can more easily generate sales.
5. **Industry recognition.** Programs that have been recognized with awards or certifications outside of their company and within the greater reseller community generally provide the greatest value.
 - *CRN* (crn.com) publishes rankings, lists and awards that are industry recognized guides to the most accomplished Solution Providers in the industry.
 - *Channel Partners* (channelpartneronline.com) also boasts a robust awards program.
 - Industry publications often confer awards that are held in high regard.

If an impartial outside entity has recognized the success of their program, they're doing something right and you're likely choosing a good partner.

Finding the Win-Win

When you combine field engagement with economic incentives, sales and marketing tools and product and programs, you've got a mutually beneficial program for both you and your partner company. After all, it's got to be win-win for both sides. That's why companies with successful partner programs make investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication. The next time you're considering a partner program, keep the five points mentioned above in mind. You'll be well prepared to easily identify your best channel program partners.

To Learn More About the Revolabs CORE Reseller Program

The Revolabs CORE Reseller Program (**C**ommitted | **O**pen-Minded | **R**esponsive | **E**ngaged) was awarded a 5-Star rating in The Channel Company's *CRN* 2015 Partner Program Guide. This annual rating recognizes an elite subset of companies that offer solution providers the best partnering elements in their channel programs.

Revolabs (www.revolabs.com) is the premier provider of audio solutions for unified communications, enterprise collaboration, and professional audio applications across a wide range of markets. Offering unmatched audio quality that allows users to "hear every word," the company's teleconferencing and microphone systems are utilized across the globe for a variety of applications, from webcasts and video conferencing to podcasts and broadcasting.

To learn more about the Revolabs CORE Reseller Program, please contact anguyen@revolabs.com.