

Module III – Channel Partner Recruitment

Excerpt

Recruitment Strategy

Once you have developed a profile of the type of channel partners you want to recruit, you are now in a position to reach out to prospective channel partners. The recruitment approach can range from mass solicitation such as direct mail, advertisement in trade publications, postings on independent agent clearinghouse web sites, or utilizing a recruitment agency to more targeted approaches such as regional program showcases or company-sponsored webinars to introduce the channel program to prospective partners. The solicitation method you choose will depend on several factors: