

## ***Module V – Channel Partner Support***

### **Excerpt**

Several surveys have been conducted among channel partners addressing the most important facet of the relationship with the companies they represent. The findings show that *back-office support from the company* was as important as commissions. A ‘partner-friendly’ support plan offers resources from the channel management group as well as other support groups such as customer service, technical support and the commissions group.

Channel partners will need support specific to their *marketing* efforts. This includes guidelines on how the company brand and products can be presented, development of marketing collateral such as sales kits, support at trade shows or product showcases, and prospect presentations.