

Channels Practice

OVERVIEW

Candia Communications provides seasoned, hands-on channel sales and marketing assistance to high-tech companies selling into the enterprise or SMB markets. We do the assessment, help fine-tune the strategy, develop the coverage plan, recruit and on-board the partners, and position you for early and ongoing success.

CHANNEL READINESS

Startup companies often look to alternate channels as a means to accelerate growth, yet few companies achieve the results they expect. We help clients determine a successful channels model, finding the optimum channel portfolio to reach their markets. Using industry best practices, we help them prepare channel-ready products and product-ready channels.

CHANNEL ASSESSMENT

We evaluate your marketing and product strategy in the context of customer, channel and market dynamics, assessing your current channels strategy in light of company and revenue objectives. We evaluate your products and programs for channel acceptance and sell-through, and provide a **Channels Scorecard** that reports on your channel effectiveness and readiness.

CHANNEL STRATEGY BLUEPRINT

We design appropriate channel scenarios to support company objectives, and align your channels to the right markets and customer buying behavior patterns. For each channel, we establish program requirements and enablers:

- Marketing
- Sales support
- Pricing strategies
- Post-sales support and service
- Compensation plans

We provide you with a written Channels Blueprint with specific advice on the cost and implications of various channels scenarios.

CHANNEL DEVELOPMENT & IMPLEMENTATION

In this hands-on role, we identify and build appropriate channel programs, establish and implement a plan to recruit channel partners, build workable sales compensation plans, and develop appropriate metrics. The final deliverable is a written Channels Business Plan that dovetails with corporate sales objectives.



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High value, results-oriented programs