

# CHANNEL INCENTIVE PROGRAMS

## GROWING INFLUENCE ON REVENUE STRATEGY

- Performance is being compared (**67%** of companies are tracking sourced revenue)
- Investments are up (**13.6%** increase in budgets)
- Companies are looking ahead (**80%** transforming their partner programs)

Source: The Alexander Group - Channel Partner Go-to-Market Benchmark Study

## SALES PERFORMANCE MANAGEMENT IS YOUR FORCE MULTIPLIER

The Chief Revenue Officer's planning must be inclusive of direct and channel teams to enable investment decisions. Sales Performance Management (SPM) software consolidates direct and channel sales programs onto a single platform to be a force multiplier to your revenue strategy.

### Enable Channel Incentive Programs



**Speed to Market** – Channel incentive updates and management



**Operational Scale** – Grow while maintaining cost



**Partner Experience** – Drive brand preference over competition

## EMPOWER YOU TO ADAPT AS CHANNEL NEEDS EVOLVE



### OUTCOME BASED MODELS

Track and stack  
rank partner



### PERSONALIZATION

Increase ability  
to have standard  
plans that can vary  
by partner



### TRAINING AND CERTIFICATONS

Validate eligibility  
before making  
payments



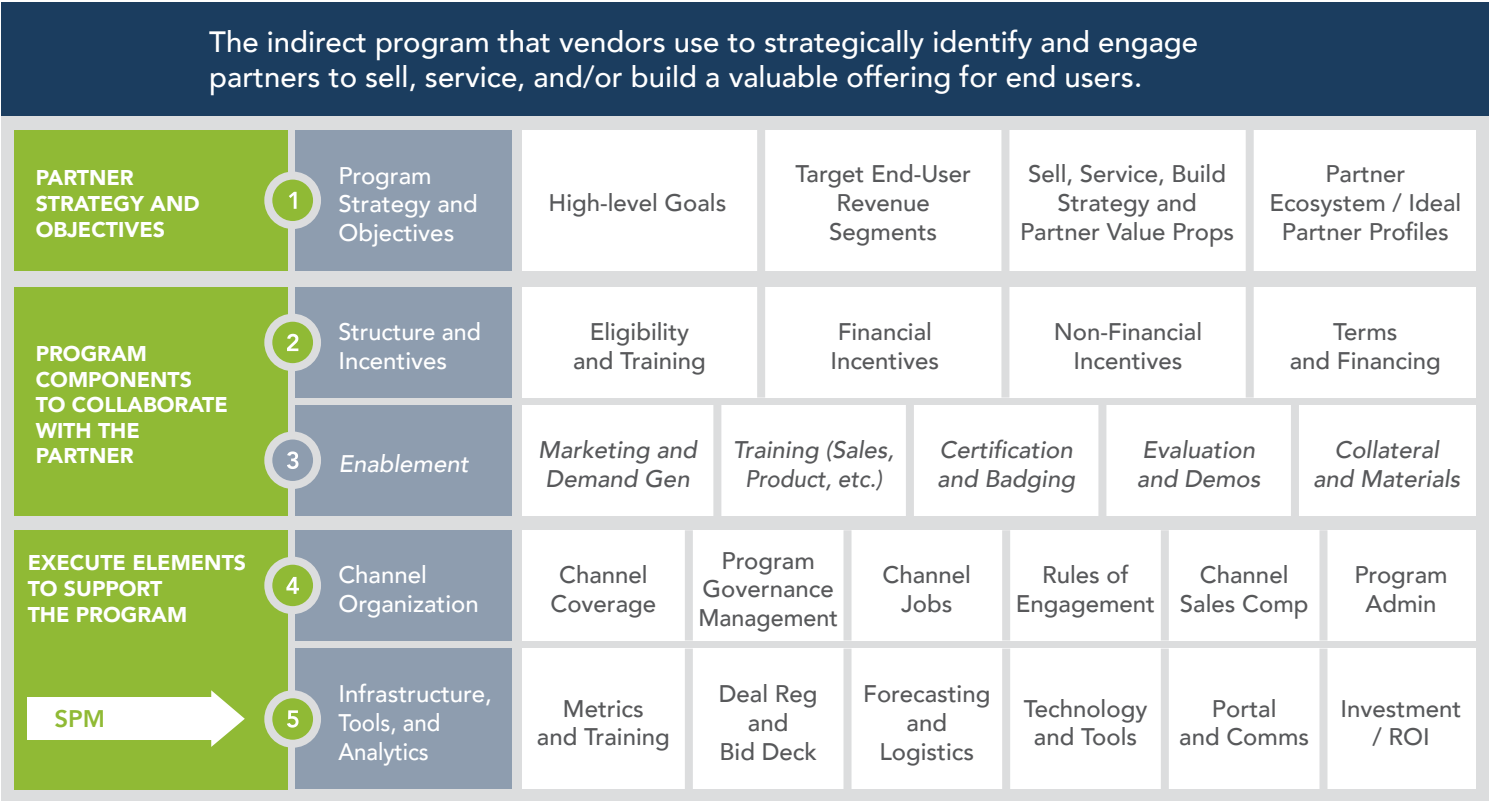
### ENHANCED PARTNER PORTAL

Program metrics  
and tracking online  
and increase results  
frequency

Source: The Alexander Group - Channel Partner Go-to-Market Benchmark Study

# CHANNEL INCENTIVES ARE CENTRAL TO PARTNER ATTRACTION AND RETENTION

SPM technology enables operational excellence to ensure that the incentive aspects of your partner programs drive and influence behavior. Of the end-to-end process represented below, Enablement is only aspect of your partner program that SPM does not provide capabilities for.



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## OPERATIONAL BENEFITS OF CONSOLIDATING DIRECT AND CHANNEL INCENTIVES?

- Enable analytics and planning
- Reduce technology footprint and spend
- Create organizational scale and resilience



### LOOKING TO MAKE SOME CHANGES?

Knowing how to tackle your compensation goals and where to start can be daunting for some. We understand this, which is why we offer a complimentary consultation. Scan the QR code and let our team know your interests.



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