Technology as Leverage to Enhance Partner Relationships

eBook

Convey Services

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In 1 Hour

People retain less than half of the information you presented

In 1 Day

People forget more than 70% of what was taught in training

In 6 Days

People forget more than 75% of what was taught in training

The Brain's Response

Memories not accessed enough fade and decay over time. We learn by having existing knowledge reinforced.

The channel has historically been driven by the personal relationships between master agents, their sales partners and providers. Regional events, social outings, trade shows and face-to-face meetings have developed those connections where partners learn about services, understand how to sell them, and build a trusted partnership with the vendor's channel managers.

However, when the meeting is over and the partner returns home, the excitement about services and the retention of the education they received starts to wane. Partners too often return to old habits of selling what they are used to.

After a face-to-face connection is made, a partner attends a lunch and learn, participates on a webinar, or engages in training, it's critical to reinforce the message. If a channel program fails to do so, here is what is likely to happen:

- Your ROI diminishes because you are no longer occupying much of the partner's mindshare.
- Partners will waste your time by misrepresenting your services to the wrong customer.
- Partners get frustrated with you because you reject deals and they stop referring.

Technology offers a channel program a competitive advantage in the way they raise their visibility in the marketplace, attract new partners, and automate their program to do more with less budget and resources. Programs that rely exclusively on traditional methods of partner acquisition and development will fail to onboard them efficiently, train them appropriately, make it convenient for partners to find the information they need to sell and keep them engaged and willing to provide an on-going stream of referrals.

6 Reasons why Channel Programs Need to Leverage Technology

Reason 1
Competition for partner mindshare increases over time

Reason 2
Channel programs never have enough staff to be face to face with every partner

Reason 3
Messages need to be reinforced or they fade and get lost.

Reason 4
Engaged partners sell more and retain their loyalty

Reason 5
Partners need help in targeting the right customer

Reason 6
Failure to leverage modern tools puts you behind the curve

Convey Offers Technology Solutions to Keep Partners Connected

Efficient Content Distribution Through Convey Channel

40+ master agents and over 20,000 sales partners have standardized on a Convey portal to get information on providers in one convenient location. Email overloads a partners inbox, gets lost and not read, but online content through Convey can be found over and over again. Add content in one hub location and have it automatically appear on every master agent site and consumed by the partners.

Convey's Feature-Rich PRM System Automates a Partner Program

For a fraction of the cost of adding staff, the Convey PRM system automates every aspect of managing partner relationships. From onboarding, to training, to content management, the Convey PRM is designed to outreach and engage partners, reinforce the message, provide tools to help partners market and give you the analytics you need to know what partners are most interested in. The technology is easy to manage and connects to other portals if needed.

Conduct Campaign for Partner Marketing

Conduct is a unique email marketing system that allows a provider to create a drip marketing campaign, add it to the partner dashboard, and let the partner launch it with no further customization required. Campaigns have 4 outbound emails and a sign-up page, all branded for the partner. Partners get the use of the Conduct Contact Manager, a simple CRM system for prospects, and their lists are protected with ListLock™.

Outbound Messaging Creates Calls to Action

The outbound Message Library delivers reminders for partners to take action, notifications of important content waiting for them to view, invitations to webinars and events, and automated newsletters that link back to online content. These outbound messages can be delivered from the PRM system and are also a part of the master agent portal strategy to continue to drive traffic to their Convey portals.

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Summary

Without technology to automate your program and reinforce your message, thousands of dollars will be wasted in marketing development activities that lose their effectiveness over time. Programs that know how to leverage technology stay top of mindshare, keep partners engaged and create calls to action. Convey offers is Convey Channel program to reach partners through their master agent portals and can fully automate a channel program with its advanced PRM system.