

## Maximize Revenues Through Your Indirect Channels

“Channels should be one of the principal vehicles to accomplishing more with less... The emerging consensus on best channel practices are to transition channel partnerships into community partnerships.”  
*Forrester Research, 2008*

Uncertain economic times and cost pressures are driving companies to identify innovative strategies to retain customers, compete more effectively and gain marketshare. Doing more of the same – putting more direct feet on the street – is no longer a path to prosperity. Forward-looking companies must leverage indirect channels and partnerships as a key go-to-market strategy in today’s environment.

Over 50% of lead distribution goes through partner channels.  
-Sirius Decisions

### Are Your Partners Selling *Your* Products?

Everything I have seen indicates that channel selling is on the rise and direct selling is in relative decline,” says Beagle Research’s Dennis Pombriant.<sup>1</sup> Companies today are compelled to do more with less. Finding new and innovative ways to reach customer and market opportunities has become an imperative. Indirect channels and partnerships can help you expand your business by providing more cost-effective market reach, and enhance your solution offerings that are not easily accessible by your existing sales teams or products. To remain competitive, companies realize it is now more important than ever to invest in their channel partners and drive more revenues through these partners.

The most important factor in working with partners is gaining their mindshare, making sure your partners are selling and servicing *your* products. Both partners and brand owners (vendor companies leveraging channel partners) continue to face several challenges in working together. For example, partners often represent multiple product lines, giving them a choice of which products to sell. If you are not easy to do business with, they may go elsewhere. Furthermore, a partner may not actively push a vendor’s product due to lack of selling skills, product knowledge, or clear rules of engagement. Without clear benefits, partners will choose to focus on other vendor’s products. Conversely, brand owners often find it difficult to get information from partners about pipeline, leads, and deals, and the status of those opportunities. This makes it even harder for brand owners to forecast, resource and plan, and ultimately predict the revenue in their business. Like any organization, partners are constantly looking to see what value they can extract from this business relationship.

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<sup>1</sup> Denis Pombriant, Beagle Research

### Why Oracle PRM?

- Unrivaled domain expertise
- Best industry specific PRM solutions
- Flexible deployment options
- Best partner analytics for smarter decision making
- Seamless integration with existing CRM processes
- Proven customer success and large global deployments
- Industry-leading channel methodology and best practices

### How Are You Enabling the Success of Your Partners?

Since partners are an extension of your own sales team, ensuring their success is critical. Whether a partner drives sales for you or a competitor depends on how easy it is to do business with you. Consider the following three actions to improve the effectiveness of your partner relationships.

1. *Identify and recruit the best partners:* The most important task is finding the most suitable partners to achieve your go-to-market strategy. This may include evaluating criteria such as the right competencies, industry expertise and/or geographic reach. By making the application and approval process more streamlined, partners can apply more quickly and easily. And brand owners benefit from an expedited approval process. Gaining mindshare and loyalty comes with sharing a consistent flow of high quality leads, which will make partners more interested in selling your products. Through a closed loop lead management tool that provides sophisticated lead matching and routing, high-quality leads are distributed to the right partner at the right time. In addition, brand owners can leverage analytic tools to track partner performance; identifying high performing partners helps you focus on and properly resource the right partnerships.
2. *Maximize indirect channel revenue:* To leverage your partners more effectively, it is critical to collaborate with them in your sales, marketing, and service initiatives. Providing partners with relevant information across all channels and creating joint sales and marketing campaigns with access to market development funds are all motivating factors for a partner to sell more of your products. Giving partners access to the same knowledge base and problem resolution capabilities that your employees use enables them to provide seamless service and increases value to your joint customers.
3. *Increase ease of doing business:* Making processes and systems simple and delivering focused business value motivates partners to do more business with you. By extending social networking capabilities to your partners, they benefit from the same productivity solutions that your sales people are already using. Social media tools change the way partners can now communicate with you and your joint customers. Customers and partners can also find support solutions more easily through an online community and improve close rates, since your customers gain invaluable information from their peers.

### Oracle PRM Enables you to Leverage the Power and Collaboration of Indirect Channels

Oracle PRM is a market leading, partner channel management solution with proven customer successes, and which supports the entire partner lifecycle—from program oversight to business process collaboration. Oracle PRM is now offered on premise as well as on demand. With Oracle CRM On Demand for PRM, companies can lower their total cost of ownership with a solution that can be deployed quickly, does not require IT intervention, and is offered at a fixed monthly subscription price.

### About Oracle CRM

Oracle is the world's leader in CRM with more than 5,000 CRM customers, and more than 4.6 Million CRM users and 125 million self-service users, with over 15 years of leadership and innovation across a wide range of industries. Customers rely on Oracle customer relationship management, business intelligence, and customer data integration solutions to empower end users while delivering dramatic improvements in identifying, acquiring, retaining, and serving their customers.

### CONTACT US

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