

Channel Management by Advanced Alchemy

Channels are a strategic avenue for growth and incremental sales for technology vendors. Though invaluable, no direct sales force can hope to achieve the same coverage and breadth of expertise as an effective channel partner network. For sustainable growth, technology vendors must look beyond their internal resources to extend their sales opportunities with the right partners.

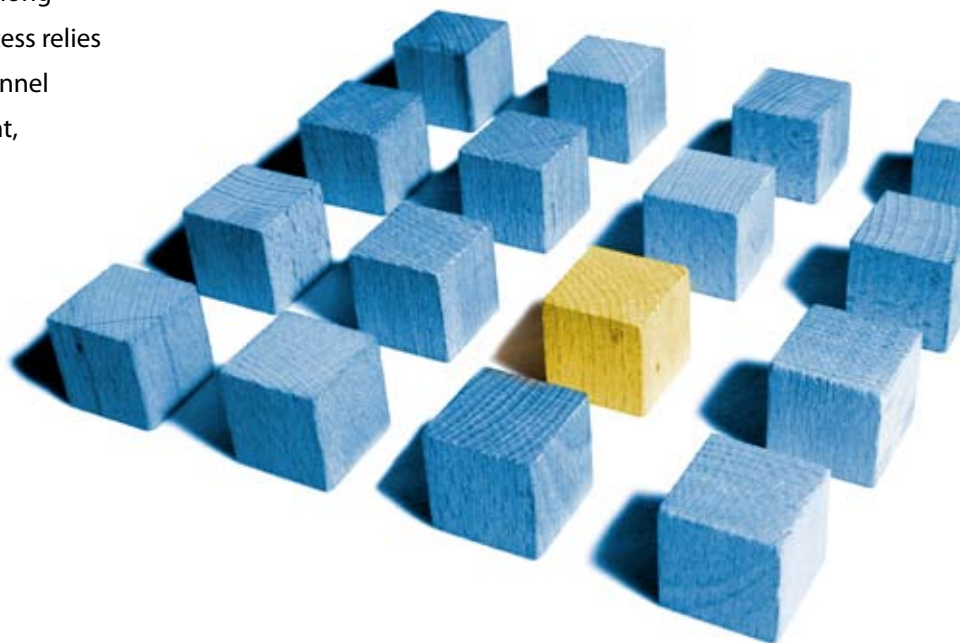
Effective channel management is not easy. Which partners are the right ones? Which regions are they in and how do you find them? Once you've found them, how do you train and motivate them to successfully sell your products and services? If you already have established channels, the challenge becomes one of continuing education, increasing channel effectiveness, and maintaining regular reporting to protect your investment, optimize performance, and strengthen your relationships.

Advanced Alchemy's proven success in channel management for firms like IBM, Oracle, and Microsoft has led to the longest ongoing engagements in the industry. A wealth of industry experience allows Advanced Alchemy to deliver the kind of year-over-year growth in incremental sales that helps cement long-term relationships. This kind of repeatable success relies on a proven and standardized approach to channel management through recruitment, enablement, effectiveness, and reward.

Which partners are the right ones? How do you find them?

Advanced Channel Recruitment

Identifying and recruiting the right channel partners, alliances, resellers, and distributors consumes resources in terms of staff, travel, events, and more. Advanced Alchemy is built around a core competency in channel recruitment that allows technology vendors to limit the time and expense associated with this process while guaranteeing results. For each engagement, Advanced Alchemy works with your team to establish an ideal partner profile that includes variables like technology expertise, incumbent vendors, decision-making hierarchies, budget cycles, and more. With a profile established, our experienced inside sales team communicates with and qualifies the right channel partners to meet your business goals.



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In addition to recruiting strong partner organizations, Advanced Alchemy identifies cooperative sales opportunities within your existing partner network to capture incremental revenue gains from alliances you already have. Capitalizing on complimentary products, services, and expertise allows you and your partners to offer all-inclusive solutions that are more attractive to customers than those you offer independently.

This team approach contributes to incremental sales for all participants and strengthens the relationships within your partner network.

Advanced Channel Enablement

Great partners are just one step in achieving ambitious channel sales revenue targets. Once your partner network is activated, you need to ensure all partners understand your value proposition, technology, sales model, and differentiators as quickly as possible. Despite the best efforts of technology vendors, partner organizations face a real challenge in successfully navigating the various training opportunities, sales presentations, marketing vehicles, and incentives vendors create to support them. This is especially true for global organizations. As an objective third party with a sales focus, Advanced Alchemy discovers what your organization has available for channel sales support and connects partners with the right tools for rapid ramp up and optimum channel sales results.

Similarly, by reaching out to your partners for their feedback, and by analyzing channel sales results for trends, we are able to identify any gaps in your organization's partner enablement regimen. By providing quick access for your partners to the information they need to successfully sell your solutions, and by helping you close channel enablement gaps, Advanced Alchemy helps your organization eliminate the barriers to incremental channel sales.

Advanced Channel Effectiveness

Regardless of which niche your organization excels in, it's rare that a single technology vendor can supply best-of-breed solutions for every aspect of a customer's requirements. Advanced Alchemy helps your organization extend its reach by identifying partner products and services that supplement your own portfolio.

To help you sell complete solutions, we help you build a partner ecosystem that actively profiles, matches, and combines the unique strengths of several partners into one new offering with a greater incremental sales potential. Solutions selling realizes higher margins than individual product wins.

Advanced Alchemy capitalizes on these solutions-selling "sweet spots" by mentoring vendors and partners through joint business planning, go-to-market plans, and deal development all supported by granular opportunity management, tracking, reporting, and follow-up. Our channel management professionals work with all participants to build and manage the rollout of a business plan that best exploits each opportunity.

By taking advantage of additional technology, industry vertical, and geographic strengths available through

your partner network, your organization gains additional revenue from existing channel sales activities as well as opens up new areas of business that were previously inaccessible.

Advanced Channel Reward

Growing and maintaining your organizational profile within your partner community requires ongoing attention. Advanced Alchemy helps technology vendors design and manage effective channel rewards that ensure your brand, products, and services are the first ones your partners consider in sales meetings with their customers.

Depending on the time of year, competitive activity, and other variables, rewards can provide a valuable lift for your channel sales. To beat a sales record, displace a competitor, or meet a revenue target, these incentives make an important contribution to achieving your goals. Years of front line experience in technology sales and channel management in different markets has taught Advanced Alchemy which incentives actually change selling practices and have a real perceived value among your partners. Trust Advanced Alchemy to know which offers provide the best return on your investment and how to manage their delivery to your channel partners.

Advanced Partner Relationship Management

For vendors that have deployed PRM tools, and for those who are investigating them, Advanced Alchemy excels at helping to achieve the full return on this important investment. Our experienced professionals maximize partner participation and extend the benefits of PRM throughout your channel ecosystem.

Advanced Results

A comprehensive channel management strategy requires each of these steps from recruitment and enablement to effectiveness and rewards. But incremental sales depend as much on execution as they do on strategy. For successful execution, Advanced Alchemy relies on its team of industry veterans that put an intimate understanding of the technology channel management landscape at your disposal.

Advanced Alchemy offers technology vendors real-time monitoring of each step in their channel management process. Web-based reporting allows you to see how many partners you've recruited, from where, and how they're performing. You can see which ones have received training, which ones are actively selling, and the incremental revenue you've won.

This kind of shared, up-to-the-minute access demonstrates success in real terms and helps Advanced Alchemy to function as a transparent extension of your channel management team. It facilitates the continuous, measurable improvement in your channel sales that leads to long term, mutually beneficial partnerships. The foundation for these relationships is a proven ability to deliver year-over-year growth in incremental sales. To discuss how we can partner with you to achieve your channel management goals, please contact us.



Advanced Alchemy

Advanced Alchemy offers channel management, demand generation and field sales programs that result in incremental sales for B2B technology and telecom vendors such as IBM, Sun, HP, British Telecom and Nortel. Continuous success transforms these engagements into the longest client relationships in the business. With offices in the Americas, Europe, and Africa, you can also visit Advanced Alchemy at www.advanced-alchemy.com.

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