

Trouble with the Channel?

A friend of mine complained last month about getting his channel to sell-through. He said "It's easy enough to get a meeting with a Distributor and VAR's, sign an agreement and conduct product training, but unless you are Cisco and the product flies off the shelves, it's hard to know where to look for answers".

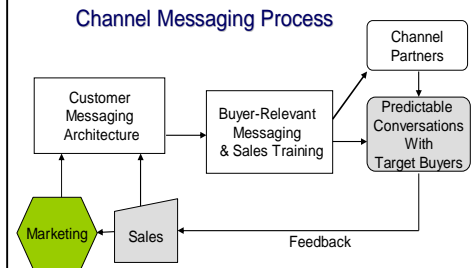
In thinking about the problem and speaking with friends in the channel we offer the following;

- There is a difference between early-stage tech. companies and Cisco in that there is already market demand in an established buying category from a market leader...fulfilment of Cisco demand is order-taking, not selling.
- Until your own sales team has figured out your core value-creation proposition for target-buyers and is fluent in positioning and selling the products, the results from the channel cannot be other than disappointing. My theory of channel sales is **"when you are truly ready...the channel will show-up"**.
- Clarity came after putting myself in a typical channel-reps situation; hundreds of products to sell, no training in consultative selling – the last sales-skills training was a while ago, am asked to attend a ½ day product pitch and feature/benefit dump every month on a new vendors kit and I have a huge monthly quota.

AMC is working with leading technology companies create a more effective approach to selling through channels.

The question is:- if you knew you could get the channel selling your product more effectively, would you be prepared to invest in developing and delivering "Buyer Relevant Messaging" and training and supporting each channel sales rep to sell your product consultatively?

If you are, or you would like to discuss this in more detail then please call us on +44 (0)207-0969-161 or visit us at www.admarco.net



PROOF POINT

Ajay Chowdhury, CEO EnQii
Oct. 2007

"AMC has provided framework and process to create a new Customer Messaging Architecture which identifies our core strengths and win-themes relative to the markets we serve.

Their sales training has equipped our global sales team to engage in consultative conversations with targeted customers and qualify opportunities much more effectively.

AMC's sales-process changes enable us to better execute the sales process and forecast with far greater accuracy."

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