



# Intelligent Partnering

Building channel partnerships that deliver sales growth

Our Intelligent Partnering solutions help channel-centric technology vendors and service providers engage with channel partners in the right way, in order to build stronger relationships and drive incremental sales revenues.

Partnering is critical to success in the technology industry. Yet many vendors struggle to build the right types of engagements with partners and as a result fail to realise the potential of their channel relationships. We'll help you identify current obstacles to successful partnering within your organisation, and then put in place the programmes and the tools to ensure your channel partners are fully engaged, motivated and equipped to succeed.

## What we offer

Our range of Intelligent Partnering solutions are designed to address the most common challenges faced by vendors and service providers. Our services include:



### Channel Audit

Based on a wealth of channel experience, and a sound understanding of best practice we can help identify the issues that are negatively impacting your channel performance, and suggest the steps that you need to take to address them.



### Intelligent Partnering training

We can deliver workshop-based training sessions for your end-user Sales Teams and Partner Account Managers, helping them understand how partnering can help them succeed and equipping them with the tools and frameworks they need to build effective engagements.



### Joint Planning Workshops

We offer two flavours of Joint Planning Workshops to help you build channel partnerships that actually deliver results:

- Joint Go-to-Market Planning – a one-day workshop to help you and your partner to jointly build an action-oriented go-to-market plan to address shared market opportunities
- Joint Account Planning – a one-day workshop for you and your partner's sales teams to build a joint plan focused around an individual high-potential account



### Go-to-Market Toolkits

We can design and build comprehensive go-to-market toolkits for your channel partners, including marketing assets, sales tools and product collateral, ensuring that they're fully equipped to generate demand, develop opportunities and close sales.



### Programme Planning & Design

We can help you design your partner programmes to ensure that you're able to attract the right types of partners and then drive the desired behaviours and results.



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## The Benefits

- ✓ More engaged and motivated partners
- ✓ Improved alignment between your direct and channel sales teams
- ✓ Partners better equipped to generate demand and close sales
- ✓ Reduced channel support costs
- ✓ Increased sales and higher revenues

## About OneGTM

OneGTM specialises in helping clients in the technology and telecoms sectors to create and execute go-to-market programmes that deliver profitable growth. Our services range from market research and strategic planning, through to channel enablement and demand generation.

To find out how OneGTM can help your business  
call 0203 693 1211  
email [info@onegtm.com](mailto:info@onegtm.com)  
or visit [onegtm.com](http://onegtm.com)