



# **Channel Enablement Best Practices klyck.io**



A study from Aberdeen found that 1/3 of organizations support indirect sales channels, but struggle to provide their channel partners with the technology and content that they need to sell effectively (Aberdeen).

**It's time to recharge your partner network with channel enablement!**

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# What is Channel Enablement?

Channel enablement is the process of empowering your channel partners to improve the way they sell, to increase revenue, and expand your business ([CGS Inc.](#)). This is typically accomplished with a sales enablement platform with features such as content management, analytics, and presentation tools.

According to [Accent Technologies](#), when partner networks are empowered with channel enablement, they achieve:



28%

Shorter sales cycles

13%

More sale reps achieving quota

12%

Higher lead conversion rates

10%

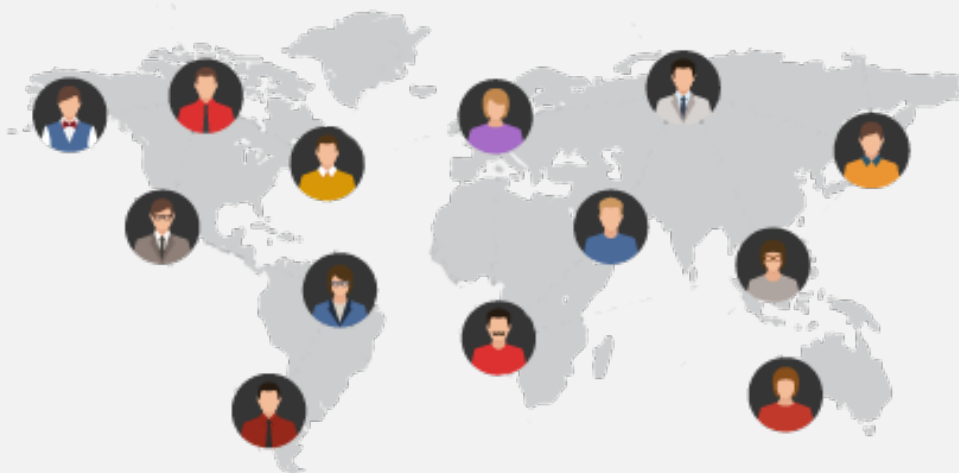
Better attainment of team quota



# Why do we need Channel Enablement?

In today's shifting B2B marketplace, it's no secret that efficient channel partner management is critical to your revenue success. When a channel partner network is utilized correctly they can be a vital component to your sales success, improving revenue and allowing your business to expand globally.

When maintaining a sustainable partner network there is no such thing as a 'one size fits all' solution, especially in larger B2B organizations. This is because every organization has their own unique problems, channels, and customers, and there is often misalignment or disorganization when it comes to delivering tools or content.





*"At best, each [channel] partner comes up with their own marketing message and sales tactics, creating a disjointed company image and wasting significant business resources on redundant materials and efforts. At worst (and far more likely), the channel partner moves on to other products that are easier to sell."*

*(Accent Technologies)*

# Channel Enablement Best Practices

Best practices can be defined as those techniques and methods that have consistently shown superior results and hence are considered to constitute a paradigm of excellence in a particular field ([Business Dictionary](#)). Best practices are constantly evolving, they can only remain as 'best practices' if their application remains relevant and effective. Looking at best practices and using them as benchmarks to compare against, can help identify and manage performance improvement within organizations.

The following outlines our recommended best practices for an effective Channel Enablement initiative.

1

Recharge Content Channel

2

Recharge Sales Insights

3

Recharge Globally



# Recharge Content Channel

Your responsibility as an organizer of channel partners is to provide them with content toolkits full of the relevant information that they need to sell your products or services. A channel enablement platform is an efficient way to distribute, advertise, and track these toolkits ([Elastic Grid](#)).

These content toolkits should contain a comprehensive range of internal partner-facing and external customer-facing assets. Including, professional digital campaigns, personalized email templates, co-branded presentations, case studies, ROI calculators, and other powerful communications.



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Additionally, you should provide your channel partners with professional training modules to improve their understanding of your solution, turning them into skilled resellers.

A channel enablement platform is a convenient way to store and distribute your content to all users, channels, or groups, no matter where they are in the world, from one simple platform. With channel enablement [you only have to update, create, or delete an asset once, and that change will be synced to all users with access to that asset.](#)

Alleviating the stress of having to manually update thousands of pieces of content and worrying about outdated materials.

# Recharge Sales Insights

To ensure that your channel partner network is successful you must have unprecedented clarity into channel partner activities, including efficiently monitoring and managing key accounts.

The best channel enablement platforms offer [comprehensive analytics, such as insights into user behavior, content usage, and presentation tracking](#).

These analytics allow you to make critical decisions and determine the best communication strategies for your channel partners to help them reach and convert your customers.

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# Recharge Globally

There are many benefits to having a partner network; one in particular that is worth noting is the global capability. Channel partners allow you to target new leads and customers from a diverse pool, improving global reach and revenue (CGS Inc.).

When taking your partner network global, it's important to have a channel enablement platform, because when content is inaccessible it aggravates channel sales, creating an inefficient partner network that is a drain on valuable time and resources. Inaccessible content can also lead to users creating and distributing their own off-brand materials!

Channel enablement allows for unhindered content accessibility, providing channel partners with a way to view, present, and share content both offline and online, from one platform. It allows them to only see content that is relevant to them in a specific selling situation, ensuring that what they are presenting or sharing is helpful, pertinent, and appropriate.



# Key Points

It's critical that you have a channel enablement solution if you have a partner network. Having one unified platform for everyone streamlines the sales cycle and content process. It makes your job and your network easier to manage and more efficient.

Channel enablement is a one-stop platform that helps your channel partners:

- To improve their understanding and knowledge of your products and services
- To provide a better, tailored, sales experience for your prospective buyers
- To close more deals!



# References

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# What is klyck.io?

Klyck is well-respected Canadian company with satisfied customers in over 30 countries around the world. Our customers have benefited from our unique value proposition as a provider of an innovative sales content management solution.

Klyck is empowering the next generation of sales professionals, by providing unprecedented visibility and insight throughout the entire sales process. We enable sales and marketing to engage with customers across all channels and devices – from a single platform – providing accountability and measurement. Klyck ensures that the right message reaches the right person at the right time!

If you're interested in learning more contact [sales@klyck.io](mailto:sales@klyck.io)

