

Calm Ocean Sales - ENET



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Agenda

The Case For Partnerships

Channel vs Alliance

Where To Start

What Matters

Q&A

If you want to go fast go alone, if you want to go far go together – African Proverbs

A Channel Partner helps your business-

- Expand market reach by combining your sales and marketing capabilities with their own
- Increase sales by selling and / or positioning your solution in their client base or target market.

(NOTE: This is a revenue share model, generally 25%-40% of first year net)

An Alliance Partner helps your business-

- Collaborating strategically (sometimes tactically) to deliver your offering and/or complimentary offerings
- Gives and gets leads that align with your Go To Market Strategy

(NOTE: This is a % of revenue referral fee model, generally 10% of first year net)

Why Would I Give Up Revenue?

Channel Partnerships (generally a much larger firm) reduce your cost per sale by reducing the number of sales and marketing people you will need.

Channel Partnerships can take your solution to buyers that you cannot penetrate

Alliance Partners reduce your cost per sale by introducing you to accounts that may not otherwise respond to your marketing efforts.

Alliance Partners combine your solution with their product or services offering, making you more “sticky” and creating barriers to exit.

The BIG why = LTV/CAC



Where To Start

Which strategy is best for your business?

Early stage, pick one and focus

Create joint playbooks, collateral, webinars and events

Put someone in charge of the strategy and give them a quota

This can be a Head of Sales or Channel specific leader (with DNA)

Commit to the partners and their success.





If they fail, you fail

Name a post-sale leader to own the outcome and success

If you let down one of their customers / prospects, you are dead

What Matters - Considerations

- Pick your partners wisely, they represent you and your brand
- Don't be attracted to the bright lights of major companies (salesforce, NetSuite, SAP); There is a LOT of noise in the channels
- Don't be afraid to copy successful channel programs from other companies
- Have a lead capture process and Rules Of Engagement for what qualifies as a lead, who owns it, how long is the lead valid.
- NEVER, EVER pit one partner against another. 
- Ride and die with the partner who brought you into the deal 
- If there is conflict, escalate to executives and do so away from the eyes and ears of the customer. ALWAYS.

Questions?

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