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SALESFORCEEXP—TOOLS FOR DRIVING RESULTS

We distribute niche IT products in Australia and we're trying to build a reseller channel for our three products, but I feel that we don't have the right program in place.

Currently we make initial contact either through a cold call or at a tradeshow and the initial reception is very good. The rest is a bit ad hoc. I'm in dire need of a process to follow once a potential reseller has been identified and contacted – something that will build reseller loyalty and get them selling our products to their customers, not just having them as an add-in when needed.

Does anyone have experience in this area that you can share?

-Thanks, Craig

FEATURESTORY

Get In Step With Channel Partners

By Paul Nolan

The question at left, posted on the bulletin board of a sales-oriented Web site, came from half a world away, but exists in a lot of U.S. companies' own backyards.

Whether in Australia or Alabama, whether selling high-tech tools or wholesale building supplies, everyone is looking for the same thing: A way to motivate reseller channels to faithfully serve as “the



last three feet of the sale.”

“You have to treat them as your best customers because they are,” says Dave Stein, a sales trainer and author of *How Winners Sell* (Dearborn Trade, 2004). “It’s important to provide them not only with product training, but step-by-step guides for selling tasks such as qualifying, selling against competitors, creating convincing proposals, and selling to different people within a prospect company, such as executives, middle management and operations-level workers.”

Successful business partnerships don’t happen by chance, adds Gregg Taragos, founder of Organization Development & Design (www.org-designs.com), a Minneapolis-based company that helps businesses implement change strategies and build better business-to-business partnerships. True channel partnership is a process that promotes open and direct dialogue among key stakeholders in a distribution channel.

