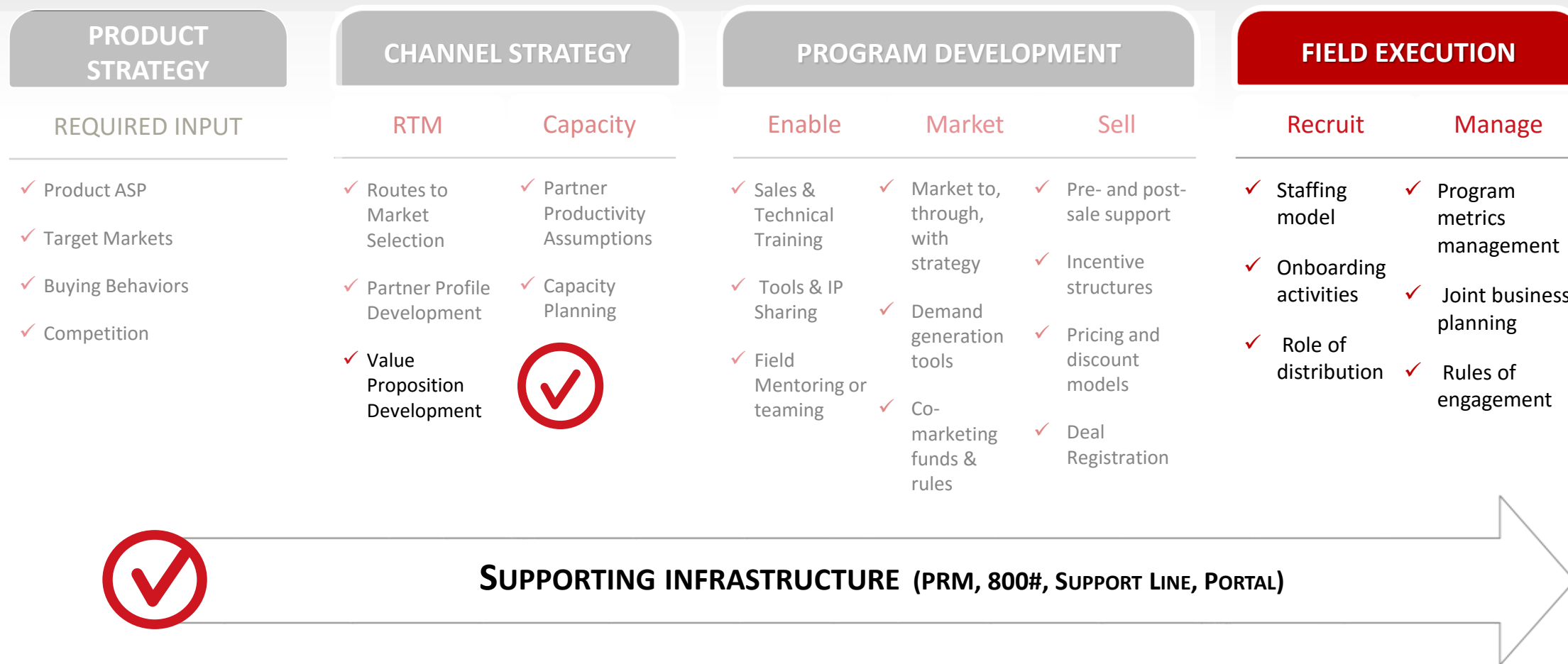


The background consists of a complex geometric pattern of overlapping triangles in various shades of red and white. The triangles are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the distance while others appear to come forward. The overall effect is a modern, abstract design.

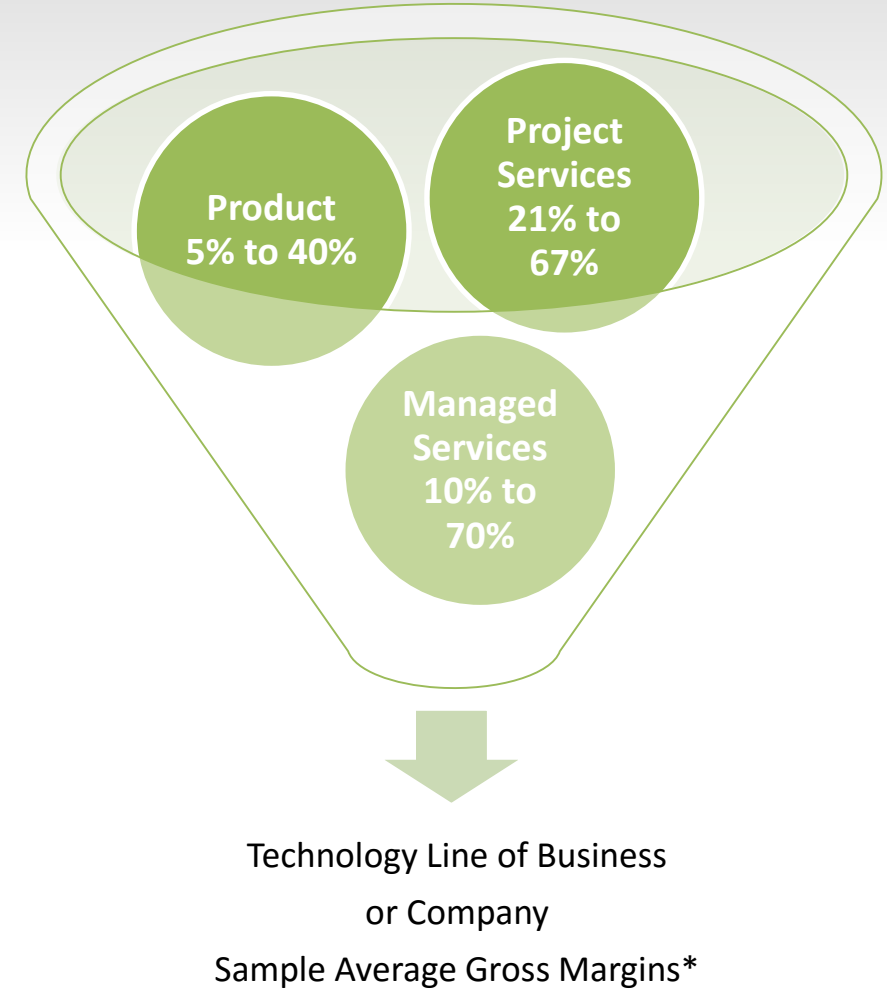
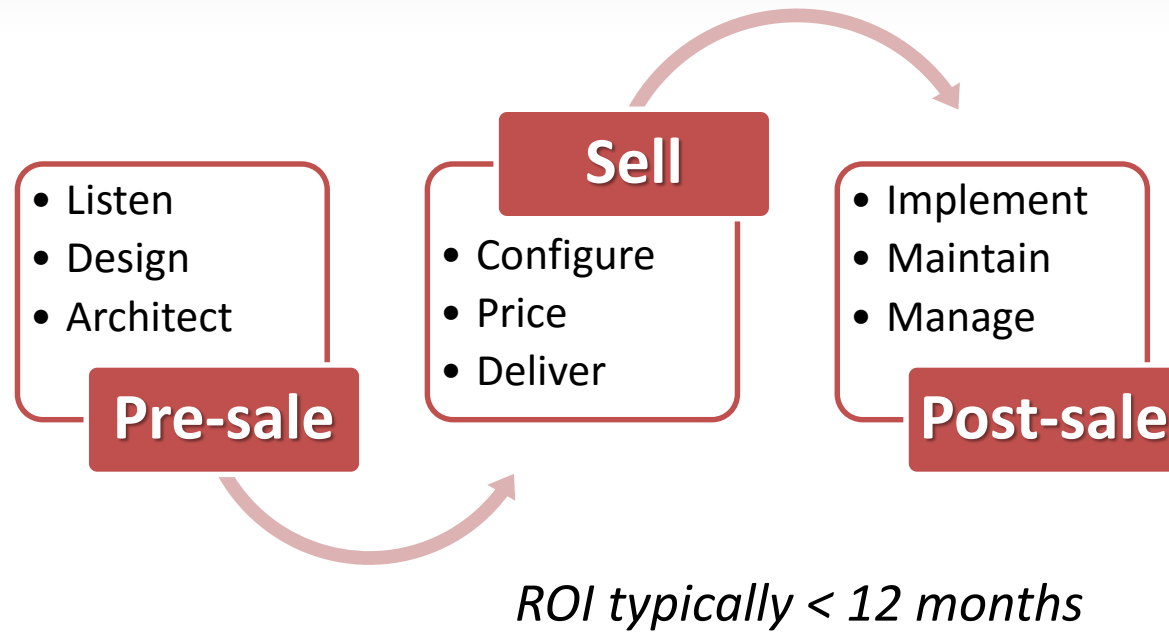
**Recruit a Partner
to the Program
Phase 3**

Field Recruiting Using the Partner Value Proposition



Do You Remember What They Do to Make Money?

The mix of what they do at the corresponding gross margin dictates profitability.



Do You Remember What They Do to Make Money?

Product Resale

Project Services

Managed Services



Phase 3: Recruit a Partner to the Program

Workshop Exercise:

- **Develop:** a recruiting presentation
- **Goal:** for your ideal solution provider to join the partner program you have just created
- **Medium:** live presentation to the panel
- **Situation:** you previously met and gained sponsorship for an executive team meeting

Note: Do not assume your audience understands the Customer or Partner Value Propositions from previous meetings.

Partner Value Proposition: Detailed View – Pick the Areas You Will Address

Category	The Questions Partners Ask – What's in it for them?
SOLUTION VIABILITY	<ul style="list-style-type: none">• Do my Technicians vouch for it?• Does the product work?• Is it considered Best of Breed?• Is it an open solution with easy integration?• Would I bet my business on it?
CUSTOMER DEMAND	<ul style="list-style-type: none">• What is the size of the target market?• What are the use cases?• How does it solve those business problems?• Are customers asking for it?
PROFIT POTENTIAL	<ul style="list-style-type: none">• How hard is it to ramp up?• What are the GMs?• What are my costs to sell and support?• What investment do I need to make?• How long until I break even?
VENDOR CULTURE	<ul style="list-style-type: none">• Can I trust vendor claims?• Is the vendor committed to the channel?• Does the go to market plan favor the channel?
SYNERGY & DIFFERENTIATION	<ul style="list-style-type: none">• Will it set me apart from my competitors?• Will it allow me to become more competitive?• Does it offer the next adjacency to my current skills?

Simulation Phase 3

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Critical Knowledge for Phase 3

Now Articulate Your Value Proposition

How You Manage Your Partners Depends On WHO They Are As Well As "WHERE" They Are

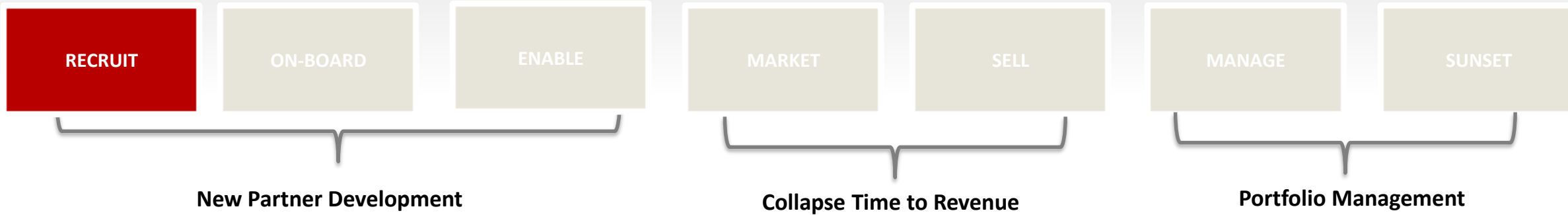


- *How much effort / investment?*
- *How much revenue expected?*
- *How stable is the relationship?*
- *Which specific actions / tactics apply?*

Each discipline must be adapted to partner types (model / effectiveness / etc.) as well as relationship type & coverage model

Now Articulate Your Value Proposition

How You Manage Your Partners Depends On WHO They Are As Well As "WHERE" They Are



Q:

- How much effort / investment?
- How much revenue expected?
- How stable is the relationship?
- Which specific actions / tactics apply?

Each discipline must be adapted to partner types (model / effectiveness / etc.) as well as relationship type & coverage model

Always
Be Visible

Reinforce
Your Message

Demonstrate Your
Value



1.5 MILLION
Solution Providers

MAKE CHOICES EVERY DAY

Recruiting Starts with the Ideal Partner Profile: in this case VAR/MSP

Where to find partners...

Who Meet Your Profile



Beyond your Profile; you want Well Run Businesses

- Competitors' best partners?
- Existing technology sales practice is majority of their business?
- Biggest solution providers?
- Partners who are willing to be exclusive?
- Anyone who will say YES?
- Partners who can execute their business models and are accountable for results
- Partners who have mature / effective services practices
- Partners who target specific high-priority vertical segments
- Partners who have effective marketing / demand generation abilities



Value Proposition

A Partner's Assessment of Your Product & Program versus Other Choices

Solution Viability:

Would I bet my business on it?

*Is the product best of breed?
Does it integrate easily?*

Customer Demand:

Pull vs. Push?

Is there sales momentum and customer desire for the product or service?

Profit Potential:

ROI on Education, Demo Sets, etc.

Is there a compelling case for ROI and profitability?

Vendor Culture:

Go to Market with Channel?

Is the go to market favorable to the channel?

Is trust established with the channel?

Are rules of engagement trustworthy?

Synergy and Differentiation:

Am I the Correct Profile?

Is there an obvious adjacency with current offerings resulting in synergy with my existing business?

Does this solution differentiate me from competitors?



A Partner's Assessment of Your Product & Program versus Other Choices

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Would I bet my business on it?

Customer Demand:

Pull vs. Push?

Profit Potential:

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Vendor Culture:

Go to Market with Channel?

Synergy and Differentiation:

Am I the Correct Profile?



The goal is not to convince a partner to sell your product, but to recognize a mutually-beneficial business opportunity... then commit to building the business together.

This is NOT a sales conversation, it's a **business investment conversation**. Your role is to help them see the opportunity and the beneficial synergies it brings to their business objectives.

Partner Value Proposition

- Describe the **Solution**
- **Customer Value Proposition**
- Show the **Profit Potential**
- Highlight the **Vendor Culture**
- Point to **Synergy & Differentiation**

You will create a PowerPoint presentation to Recruit a Partner

A Partner's Assessment of Your Product & Program versus Other Choices

Solution Viability:

Would I bet my business on it?

Customer Demand:

Pull vs. Push?

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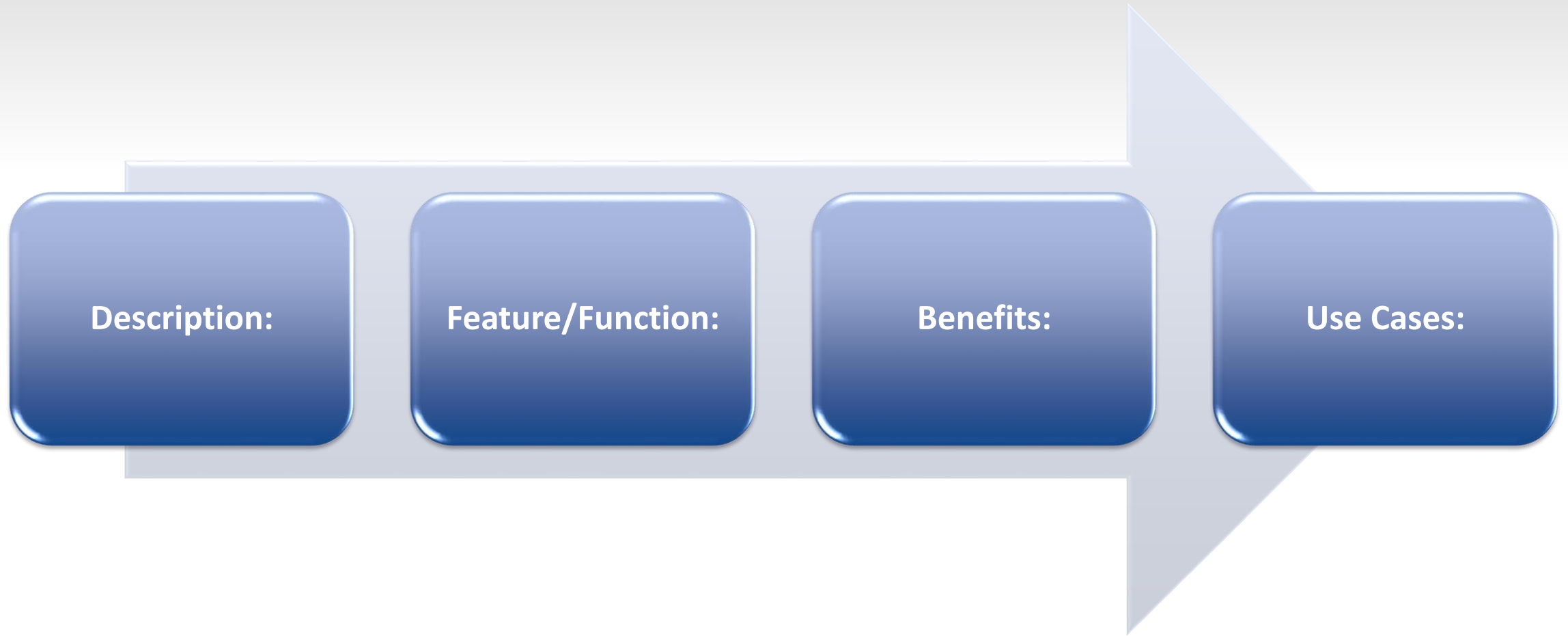
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Simulation Phase 3

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Critical Knowledge for Phase 3

Solution Viability - Describe the Solution



Solution Viability - Describe the Solution

Because Exadata Express runs the newest enterprise database release plus options, it gives you access to exciting new features of Oracle Database 12c Release 2. For enterprise database experience. You do not need to worry about network or storage configuration, patching, upgrade or other DBA tasks. These activities are managed for you by Oracle, so no customer DBA is required. Exadata Express gives you the same

Oracle Database Exadata Express Cloud Service is the ideal entry-level service for running Oracle Database in Oracle Cloud. It delivers an affordable and fully managed Oracle Database 12c Release 2 experience, with enterprise options, running on Oracle Exadata. It is a great fit for small and medium sized production databases as well as development, testing and evaluation environments. For developers, Exadata Express provides easy access to advanced development features of Oracle Database, enabling you to rapidly create modern data-driven applications.

Solution Viability - Describe the Solution

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Description:

- An ideal entry level service to run Oracle DB
- An affordable fully managed DB with enterprise options & Exadata

Feature/Function:

- Oracle DB 12c Release 2

Benefits:

- No DBA required
- No configuration
- No patching or upgrades

Use Cases:

- Production databases
- Development
- Test and evaluation environments

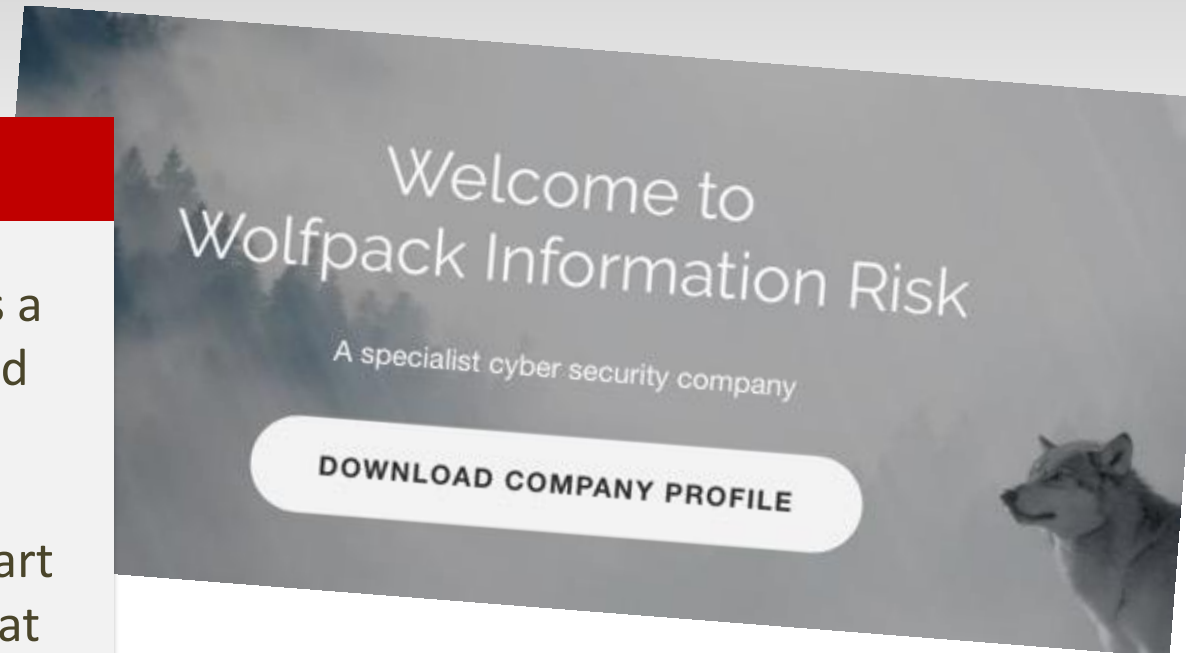
enterprise options, running on Oracle Exadata. It is a great fit for small and medium sized production databases as well as development, testing and evaluation environments. For developers, Exadata Express provides easy access to advanced development features of Oracle Database, enabling you to rapidly create modern data-driven applications.

MSP Consumes

- May use to host services
- May place on-premise with a customer, but charge an MRR for the hardware

Reseller Sells

- Accommodates a customer's need for on-premise equipment
- May resell as part of a solution that is not delivered as MRR



“We have an appliance solution called Wolf Pack. 13% of our revenues are HW but we place these on premise as part of our managed networking solution for our customers. We then try not to sell one time charge, typically we bundle hardware and software into the Monthly Recurring Revenue.” (MRR).

HW as a Service



Partner Value Proposition vs. Customer Value Proposition

What's the Difference



Partner Value Proposition



Customer Value Proposition

Audience

Partner: assess relevance, odds of success and ability to make money.

- Partner: during recruitment visualizes which Customers have the solution/product need.
- Customer: assesses need when the Partner sells solution

Answers the Questions

- What is the solution?
- Customer Value Proposition?
- What is the customer demand and market size?
- What must I do to invest?
- What is my likely return? By when?
- Will I differentiate myself from my competitors?
- Do I trust you/your company?

- What is the solution? Capabilities?
- What business problem does it solve?
- What is the demand ?
- What are the use cases?
- Who are the references?

What is a Customer Value Proposition?



- The **Customer Value Proposition** is required, though not always made clear in communications
 - *Vendors often stop at Feature, Function, Benefit*
- The **Partner Value Proposition** is not complete without a Customer Value Proposition
- Product Marketing is typically the source for Customer Value Propositions
- If you do not provide it; CAMs will make it up!!!

Category	The Questions Partners Ask = What's in it for them?
CUSTOMER DEMAND	<ul style="list-style-type: none">• What is the size of the target market?• What are the use cases?• How does it solve those business problems?• Are customers asking for it?

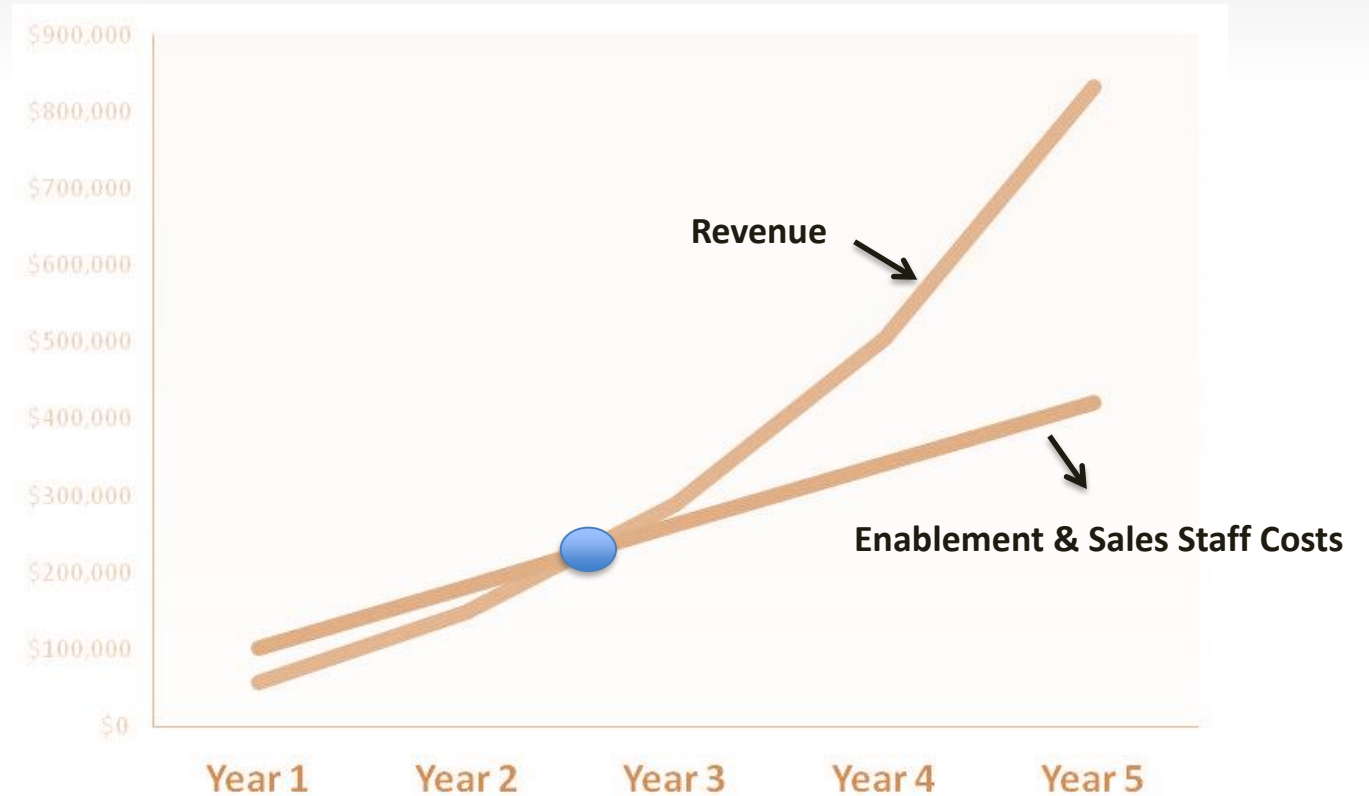
Customer Value Prop

In a Perfect World, Break Even Would Accompany the Partner Value Proposition

Sample Break Even Analysis



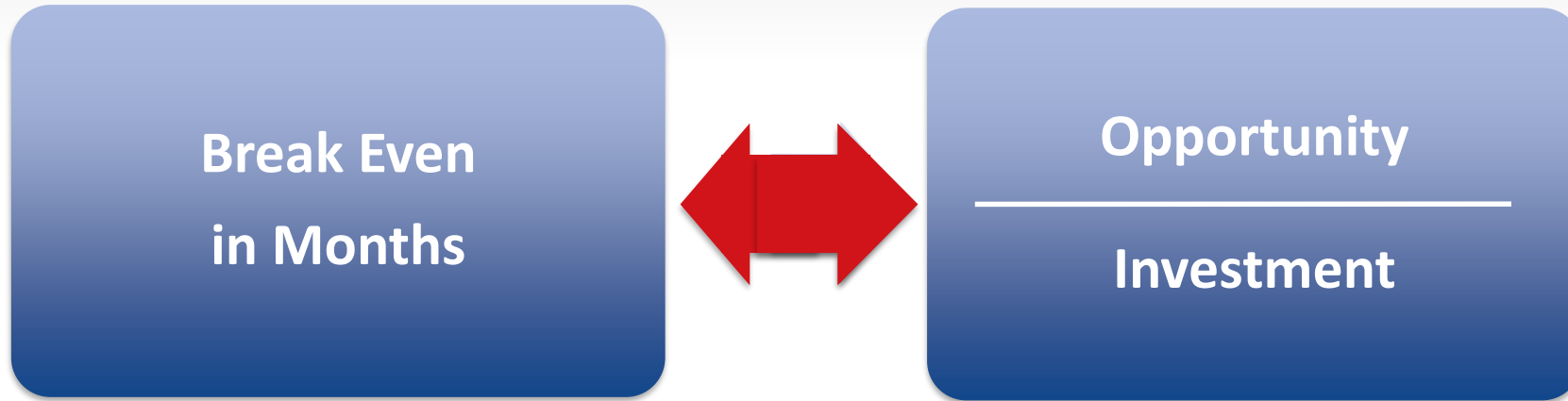
Partners typically invest in technologies where they break even in less than 12 months!



The data contained in this chart is illustrative

Time to Break Even Calculation...It's Simply Math

"I want you to invest..."



"I want you to invest...here's what's in it for you."



Opportunity

Investment

Qualitative:

- Innovative and reliable technology
- Brand strength & market presence
- Ability to differentiate in their markets
- Relationship with you, the Vendor

Quantitative:

- **Revenue and profits over a period of time projected by month**
- Incentives
- Program support & cost off-sets (sales, marketing, technical, service program benefits (GETS))

"I want you to invest..."

Opportunity



Investment

- Program fees
- Sales Training
- **Technical Training tuition & travel**
- **Technical Training opportunity cost (technical time lost billing @ maybe \$200/hr.)**
- Certification & testing expense
- Marketing
- Demo Sets, etc.
- Incremental staff to be hired

Service Attach Rates for CloudOne from the Navigator Handbook



- Average Sales Price of the Solution
- Partner Services assumptions

Your Services Opportunity	CloudOne on Premise	CloudOne as a Service
Pre-sales consulting, billed as a one time charge:	\$7,500	\$4,500
Implementation services, billed as a one time charge:	\$12,500	\$9,000
Additional Managed Services:	~ \$550 Per month / per system	~ \$550 Per month / per system
Product Resale Available at 25% Discount	CloudOne on Premise	CloudOne as a Service
CloudOne List Price	\$50,000	\$1,000/month

Profit Potential - Gross Margin Math: CloudOne

Gross Margins for Spreadsheet



SMB as a Service	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Pre-sales consulting	na	0	0			\$0
CloudOne Service (\$1,000/month)	MRR	\$1,000	0	25%	\$250	
Implementation	OTC	0	\$3,600	32%		\$1,152
Managed Services (\$550 @ 36 mos)	MRR	\$550		42%	\$210	
	Total Rev & Profit Est.	\$1,550	\$3,600		\$460	\$1,152

Mid-market, Dept. Enterprise as a Service	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Pre-sales consulting	OTC	0	\$5,400	32%		\$1,728
CloudOne Service (\$1,000/month)	MRR	\$1,000	0	25%	\$250	
Implementation	OTC	0	\$9,000	32%		\$2,880
Managed Services (\$550)	MRR	\$550	0	42%	\$210	
	Total Rev & Profit Est.	\$1,550	\$14,400		\$460	\$4,608

Mid-market, Dept. Enterprise On-premise	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Pre-sales consulting	OTC	0	\$7,500	32%		\$2,400
CloudOne Appliance	OTC	0	\$50,000	25%		\$12,500
Implementation	OTC	0	\$12,500	32%		\$4,000
	Total Rev & Profit Est.	0	\$70,000			\$18,900

Assume 30 Day Lag from Sale to Revenue: use these or make your own assumptions!



Month	Activity	Revenue by Month
January	Staff, Target Accounts	none
February	Train & Sell	none
March	Close SMB service	none
April	Close SMB service	SMB service
May	Close Mid-market service	SMB service
June	Close Departmental Enterprise on prem	Mid-market service
July	Close Mid-market service	Enterprise on premise
August	Close Mid-market on prem	Mid-market service
September	Departmental Ent. on premise	Mid-market on prem
October	Close Mid-market on premise	Enterprise on prem
November	Close Mid-market on premise	Mid-market on prem
December	Close SMB service	Mid-market on prem
January	none	SMB service

Is this a Reasonable Scenario?

2 months
-Hire, Train, Sell

Then close one/month for 10 months

2 Enterprise On Prem

4 SMB as a Service

1 Mid-market as a Service

3 Mid-market on Prem

Investments: Use existing reps

No Sales Rep \$125,000 fully loaded full time
\$10,417/mo

Tech Education \$4,800 \$1600/day @ 3 days
Opp Cost

Marketing \$5,000 MDF, two increments available, matched \$ set aside in case asked to match

Waive if ROI is too long

Profit Potential: MacroSoft CloudOne ROI



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jan Hire, Train, Sell												
Feb Sell												
Mar Sell, Close												
Apr Sell, Implement, Invoice/SMB Serv, Close				\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
May Sell, Implement, Invoice/SMB Serv, Close					\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Jun Sell, Implement, Invoice/MM Serv, Close						\$5,068	\$460	\$460	\$460	\$460	\$460	\$460
Jul Sell, Implement, Invoice/ent on-prem, Close							\$18,900					
Aug Sell, Implement, Invoice/MM serv, Close								\$5,068	\$460	\$460	\$460	\$460
Sep Sell, Implement, Invoice/ MM serv, Close									\$5,068	\$460	\$460	\$460
Oct Sell, Implement, Invoice/Ent on-prem, Close										\$18,900		
Nov Sell, Implement, Invoice/MM sserv, Close											\$5,068	\$460
Dec Sell, Implement, Invoice/Ent on-prem, Close												\$18,900
Jan Sell, Implement, Invoice/SMB Serv, Close												
Monthly Gross Margin \$				\$1,618	\$2,078	\$5,988	\$20,280	\$6,448	\$6,908	\$21,200	\$7,368	\$21,660
Monthly Investment Costs \$	\$4,800	\$5,000	\$0	\$0	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0
Use existing sales reps												
Education opportunity cost	\$4,800											
MDF Match		\$5,000					\$5,000					
	\$4,800	\$5,000	\$0	\$0	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0
Cum Gross Margin \$	\$0	\$0	\$0	\$1,618	\$3,696	\$9,684	\$29,964	\$36,412	\$43,320	\$64,520	\$71,888	\$93,548
Cum Investment Cost \$	\$4,800	\$9,800	\$9,800	\$9,800	\$9,800	\$9,800	\$14,800	\$14,800	\$14,800	\$14,800	\$14,800	\$14,800

Chart spreadsheet →

Gross Margins →

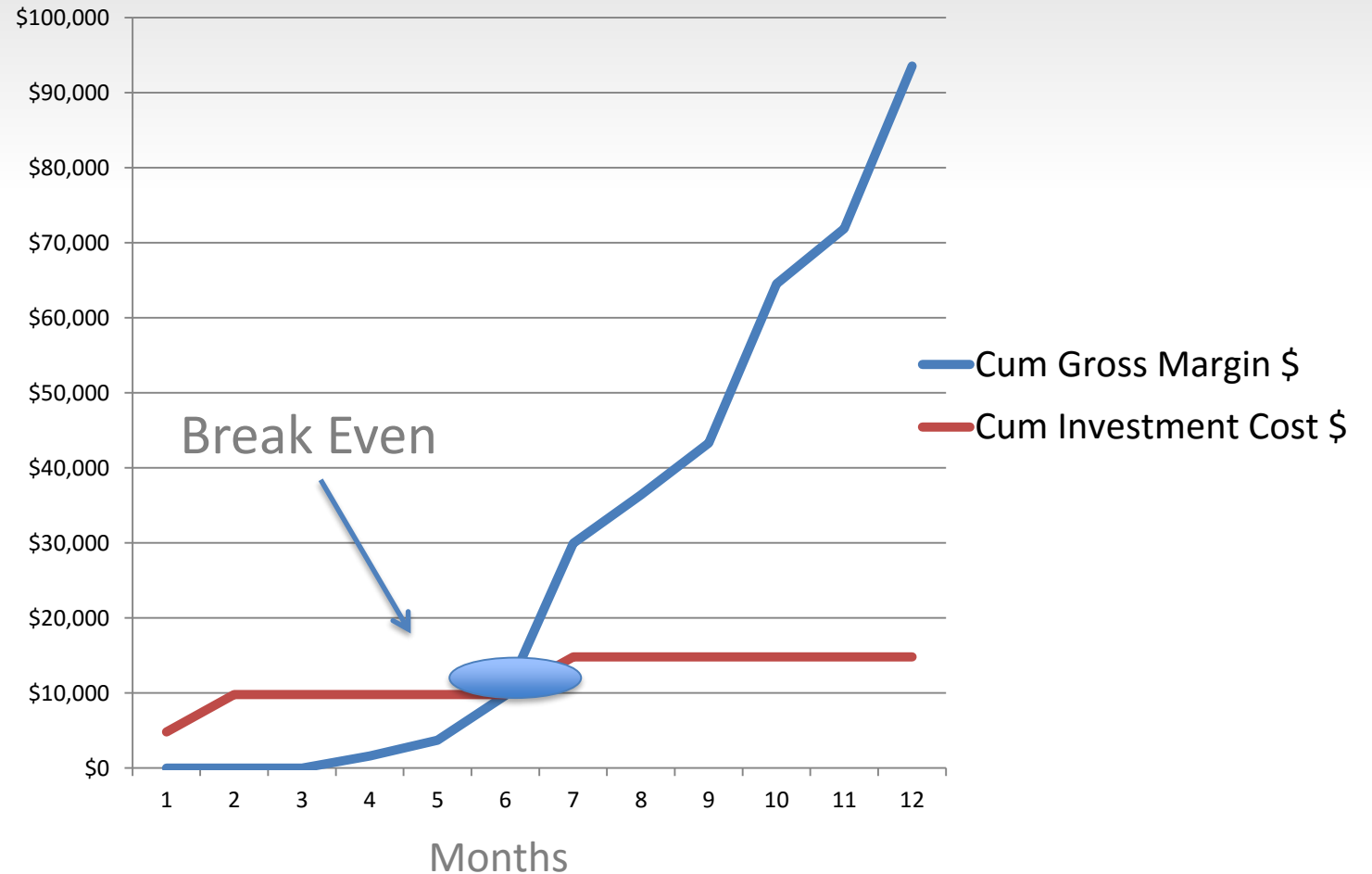
← **Investment**

In a Perfect World Break Even Would Accompany the Value Proposition

Sample Break Even Analysis



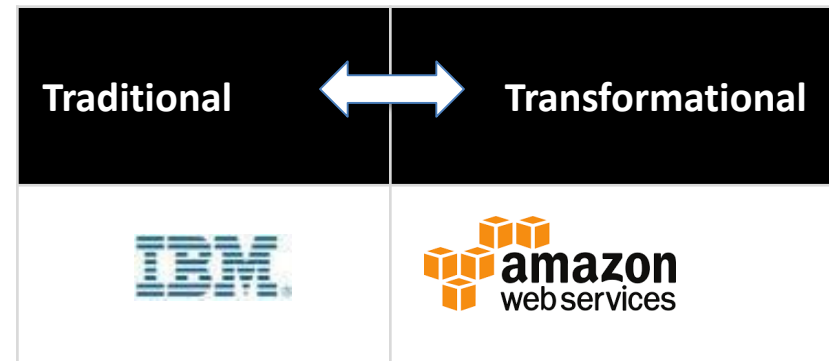
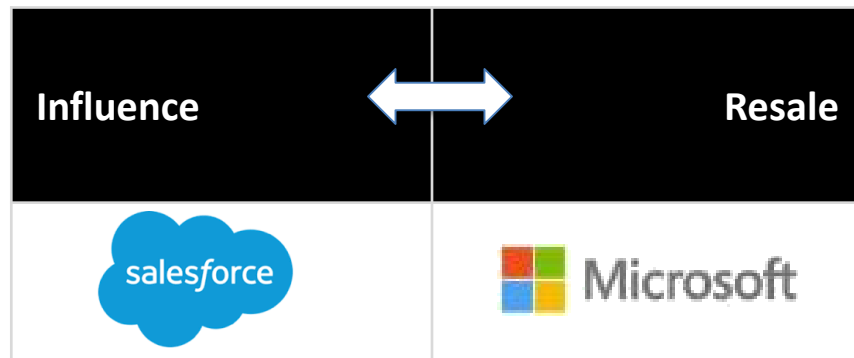
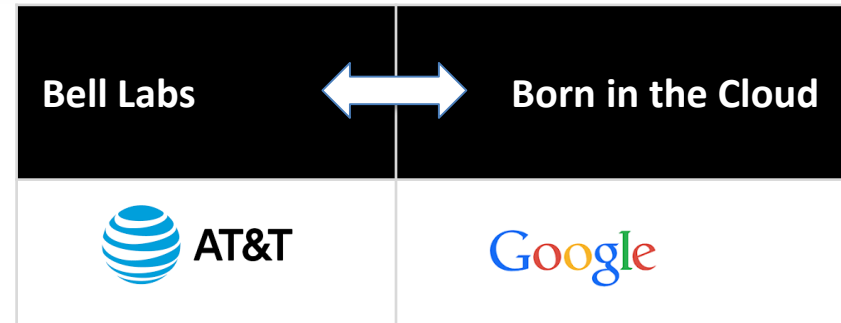
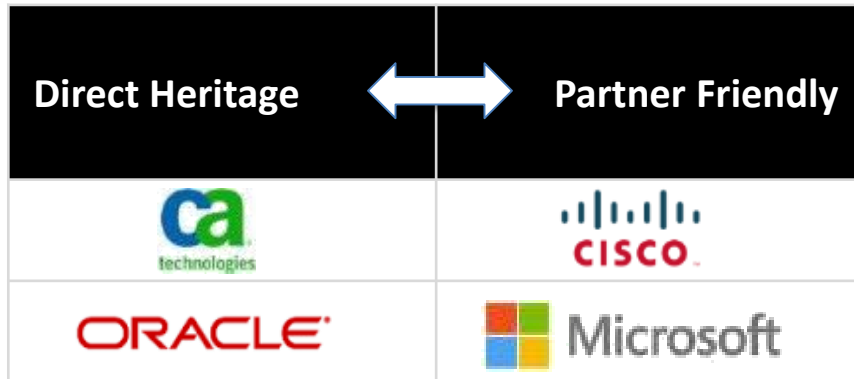
Partners typically invest in technologies where they break even in less than 12 months!



The data contained in this chart is illustrative

Vendor Culture

Category	The Questions Partners Ask = What's in it for them?
<p style="text-align: center;">VENDOR CULTURE</p>	<ul style="list-style-type: none"> • Can I trust vendor claims? • Is the vendor committed to the channel? • Does the go to market plan favor the channel?



Synergy & Differentiation

Category	The Questions Partners Ask = What's in it for them?
SYNERGY & DIFFERENTIATION	<ul style="list-style-type: none"> • Will it set me apart from my competitors? • Will it allow me to become more competitive? • Does it offer the next adjacency to my current skills?

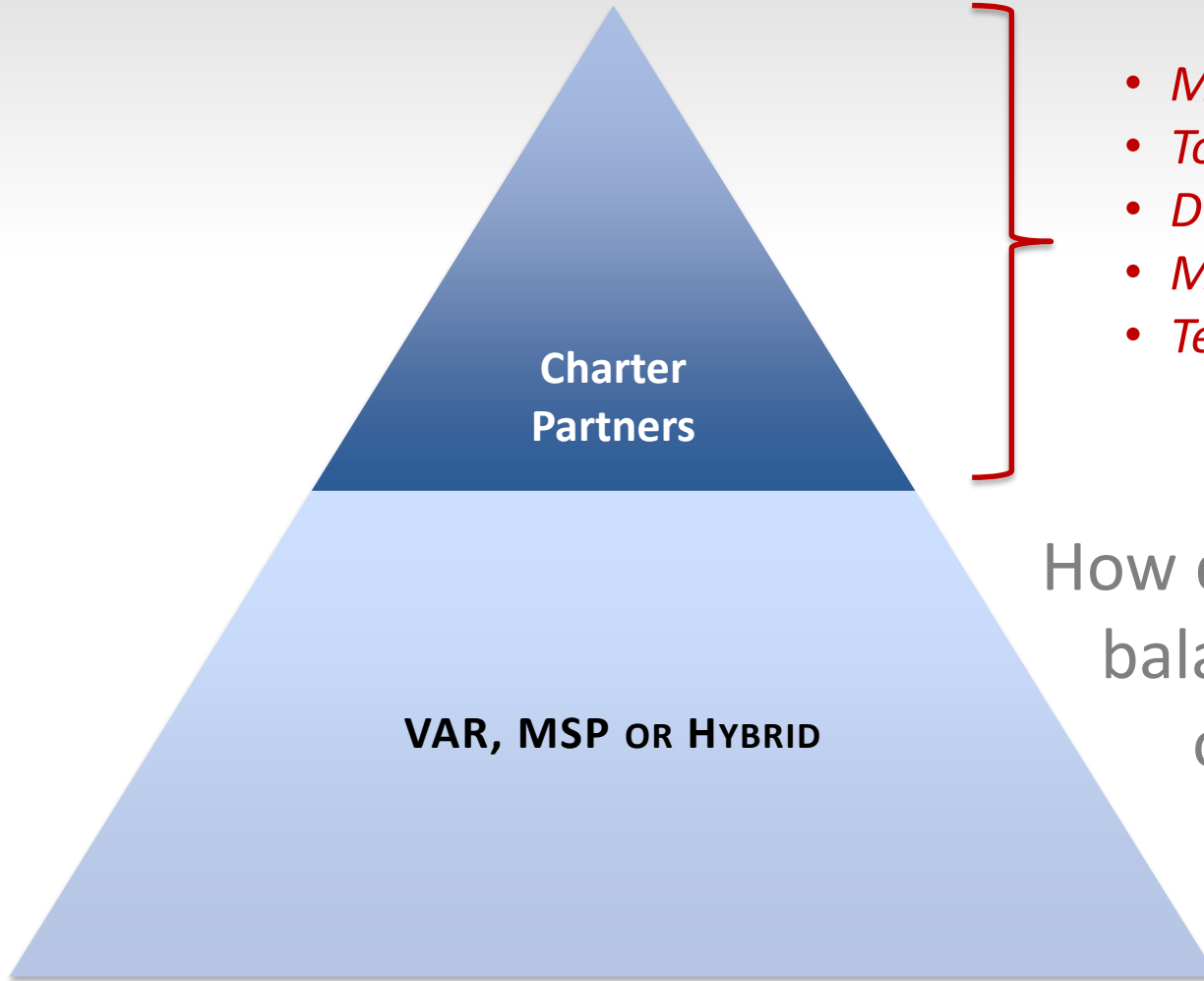
IPED Adjacencies?
In which programs do your targets participate?

Operational	Industrial	Applications	Telephony	Networking	Data Center
<input type="checkbox"/> Vertical Expertise	<input type="checkbox"/> Operational Stack	<input type="checkbox"/> Office 365, ERP/SCM, Vertical, etc.	<input type="checkbox"/> On-prem PBX	<input type="checkbox"/> Routers, Hubs	<input type="checkbox"/> Servers
<input type="checkbox"/> Site Surveys	<input type="checkbox"/> Point Solutions, e.g. SCADA	<input type="checkbox"/> DevOps, Containers	<input type="checkbox"/> Cabling, Batteries	<input type="checkbox"/> Security	<input type="checkbox"/> Storage
<input type="checkbox"/> Cabling	<input type="checkbox"/> Purdue Model	<input type="checkbox"/> AWS, Azure Dev/Production	<input type="checkbox"/> Wireless	<input type="checkbox"/> SDN, SD WAN	<input type="checkbox"/> Systems Mgt. Software
<input type="checkbox"/> Edge Sensors	<input type="checkbox"/> Electrical – Mechanical – Chemical Engineers, etc.	<input type="checkbox"/> IoT Platform Dev.	<input type="checkbox"/> Unified Comms	<input type="checkbox"/> Unified Comms	<input type="checkbox"/> VDI, Business Intelligence (BI)
<input type="checkbox"/> MRO	<input type="checkbox"/> Circuit Design/Build	<input type="checkbox"/> Business Intelligence (BI)	<input type="checkbox"/> Voice & Data	<input type="checkbox"/> Comm as a Service	<input type="checkbox"/> IaaS, BDR, etc.
	<input type="checkbox"/> IoT Platform Dev.		<input type="checkbox"/> Managed PBX		

Blue indicates Recurring Revenue
Blue in Stack heading indicates IT Capabilities
Red in Stack heading indicates OT Capabilities

“How am I different than every other Cisco Gold?”

The First Program is One Without Tiers nor Tracks. You Are, however, Recruiting “Managed” Partners at this Early Stage.



- *Managed Partners*
- *Top group to start*
- *Designated CAMs*
- *May write business plans*
- *Tend to have high value contact with MacroSoft*

How do these Partners differ from the balance who will join the program over the next several years?

Team Workshop Phase 3

Recruit a Partner to the Program

Team Workshop Phase 3 – Reading the Navigator Handbook

Navigator (Simulation) Overview

- Pages 4-6

The Business Environment

- Pages 7-14
- The Product: “MacroSoft’s CloudOne Appliance”
- Traditional Resell Offering: ASP \$50,000
- Managed Services Offering: ASP \$1,000 per mo./per appliance
- Target market: SMB, upper mid market, departmental usage in enterprise customers
- Competitive Landscape: limited to one major appliance vendor, but many larger HW & SW vendors claim capabilities via alliance or OEM relationships
- Single tier channel of highly productive HW & SW VARs with solution and managed services capabilities. Annual revenues of \$3M+ and growing

Phase 3: Recruit the Right Partner

- ✓ Present your Value Proposition to the partner company owner: Page 23

The screenshot shows a page from the Navigator Handbook titled "TEAM WORKSHOP PHASE 3". The main heading is "RECRUIT THE RIGHT PARTNER". Below this, there are sections for "Assignment", "Time allocation", "Information for your assignment", and "Final Deliverable".

TEAM WORKSHOP PHASE 3

■ **RECRUIT THE RIGHT PARTNER**

Assignment
As a team your assignment is to complete the following activities:

- Review the presentation template
- Discuss the partner value proposition components outlined in the lecture based on the case study material
- Develop a 10-minute recruitment pitch designed to get the prospective partner to say “yes” to partner with you on the new product offering described in the case study
- Select spokespersons and practice your delivery (leave at least 15 minutes at the end of your working session to make sure you know what you are going to say). Remember this is essentially a “partner recruitment sales call” so the verbal communications will be as important as the charts.
- The solution provider panel will grade each team and the scores will be added to the scores from Phases 1 and 2

Time allocation

- Team Presentation: 10 Minutes

Information for your assignment

- The solution provider panel will consist of REAL partners that are in role-play mode. They have been briefed in advance. This is a safe learning environment and they realize you and your team are here to learn.
- There will be 3 - 5 panelists, but all will be playing the same role of company owner.
- Use the information provided in the lecture material combined with the investments decisions you made in Phases 1 and 2
- During your presentation, the solution provider panel will grade your team on the following criteria:
 - **Solution Viability:** Would I bet my business on it? Is the product best of breed? Does it integrate easily?
 - **Customer Demand:** Is the product sales environment “Pull vs. Push”? Is there sales momentum and customer desire for the product or service?
 - **Profit Potential:** Is there a compelling case for ROI and profitability?
 - **Vendor Culture:** Is the go to market favorable to the channel? Is trust established with the channel? Are rules of engagement trustworthy?
 - **Synergy & Differentiation:** Am I the correct profile? **Synergy:** Is there an obvious adjacency with my current offerings resulting in synergy with my existing business? **Differentiation:** Does this solution differentiate me from my competitors?

Final Deliverable

- 4-6 slide Powerpoint presentation emailed to Lisa Sabourin before you leave the work session.

After this session, we will tally the final scores and present the winning team with their prize!

TEAM WORKSHOP PHASE 3
23

Phase 3: Recruit The Right Partners

Workshop Exercise:

- ✓ **Develop:** a recruiting presentation
- ✓ **Goal:** for your ideal solution provider to join the partner program you have just created
- ✓ **Medium:** simulated live recruitment meeting
- ✓ **Situation:** you previously met and gained sponsorship for a meeting with the company owners

Partner Value Proposition: Detailed View – Pick the Areas You Will Address

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SOLUTION VIABILITY	<ul style="list-style-type: none">• Do my Technicians vouch for it?• Does the product work?• Is it considered Best of Breed?• Is it an open solution with easy integration?• Would I bet my business on it?
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Simulation Phase 3

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This page matters, it is your content!!!

Note: Do not assume your audience understands the Customer or Partner Value Propositions from previous meetings

Likely Partner Value Proposition Presentation Components (Order)

In the real world, a competitive program is necessary as partners have alternatives.

Selling that program is critical.

Your time is limited; determine how best to present these in a face to face scenario.

Then present it!

Hint: Introduce yourselves & why you're there!!!

**MacroSoft
CloudOne
Appliance**
Define the solution, customer value prop including: customer use cases, key customer benefits

The Market
Describe the customer target market, competition and market opportunity

Partner Opportunity
*Outline the **Partner Value Prop** product, services and managed offering assumptions and opportunities to profit. Given more time calculate Break Even Chart (do the math).*

Our Investments
Propose a business relationship; outline what the partner is expected to invest and what you will provide as a vendor
Propose your Program Give to Gets

Getting Started
Outline next steps

How Will Partners Score Your Presentation?

Solution Viability:

*Would I bet my business on it?
Is the product best of breed?
Does it integrate easily?*

Customer Demand:

*Is the produce sales environment
"Pull vs. Push"?
Is there sales momentum and customer
desire for the product or service?*

Profit Potential:

*Is there a compelling case for ROI
and profitability?*

Vendor Culture:

*Is the go to market favorable
to the channel?
Is trust established with the channel?
Are rules of engagement trustworthy?*

Synergy and Differentiation:

*Am I the correct profile?
Synergy: Is there an obvious adjacency with
my current offerings resulting in synergy
with my existing business?
Differentiation: Does this solution
differentiate me from my competitors?*

The image shows a 'Partner Recruitment Presentation Scoring' form from ChannelMasters. The form is titled 'Partner Recruitment Presentation Scoring' and includes fields for 'Team #' and 'Judge:'. Below the title, there are five sections, each with a question and a 'Comments:' field. Each section has a '(Total Possible Points: 20)' label and a red box for scoring. The sections are: 1. **Solution Viability:** 'Would I bet my business on it? Is the product best of breed? Does it integrate easily?'. 2. **Customer Demand:** 'Is the produce sales environment "Pull vs. Push"? Is there sales momentum and customer desire for the product or service?'. 3. **Profit Potential:** 'Is there a compelling case for ROI and profitability?'. 4. **Vendor Culture:** 'Is the go to market favorable to the channel? Is trust established with the channel? Are rules of engagement trustworthy?'. 5. **Synergy & Differentiation:** 'Am I the correct profile? Synergy: Is there an obvious adjacency with my current offerings resulting in synergy with my existing business? Differentiation: Does this solution differentiate me from my competitors?'. At the bottom right, there is a red arrow pointing to a 'Total Points' box. The ChannelMasters logo is at the bottom left, and the text 'June 2018 Kickoff Workshop - Phase 3' is at the bottom right.

Cloud One Appliance



MacroSoft

Today's Discussion

MacroSoft CloudOne
Appliance

→ The Market

→ Partner
Opportunity

→ Our
Investments

→ Getting Started

SAMPLE

Describe the Solution

Description:

Feature/Function:

Benefits:

Use Cases:

Description:

Benefits:

KEY SOLUTION FEATURES:

-
-
-
-
-
-

SAMPLE

Do You Have Customers with These Needs?

Describe the Market

Indicate:

Market size _____

Growth rates _____

Describe:

Target buyers _____

Competition _____

MacroSoft go to market plans _____



The Opportunity

For partners who meet the Ideal Partner Profile, lay out the opportunity.

Describe how the box can be placed on-premise via resale/managed service or how it may be consumed by the partner for a managed service.

CloudOne product revenue and gross margins for both On-premise and As a Service model

Answer how adding offerings that leverage this appliance might differentiate this partner from others who don't offer this appliance or solution? (optional)

Pre- and post-sales project based services, and/or additional managed services when CloudOne is sold as a service

**Please use your skills to
title appropriately**

SAMPLE

Our Program Investment

Partner requirements (What we Get):

e.g. **Requirements:** what you must invest

Partner benefits (What we Give)

-
-
-

SAMPLE

e.g. **Benefits:** what I, the vendor, will provide

Single-tier channel ready solution: that offers the partner the opportunity to: _____

Capture new customers or grow MRR or build a managed offering or ?? _____

Please use your skills to title appropriately

Financial Summary of Investment & Return to the Partner

Pull in your ROI spreadsheet and financial assumptions around how many deals they can close in 12, 18 or 24 months.

Calculate a Break Even analysis if you have time.

SAMPLE

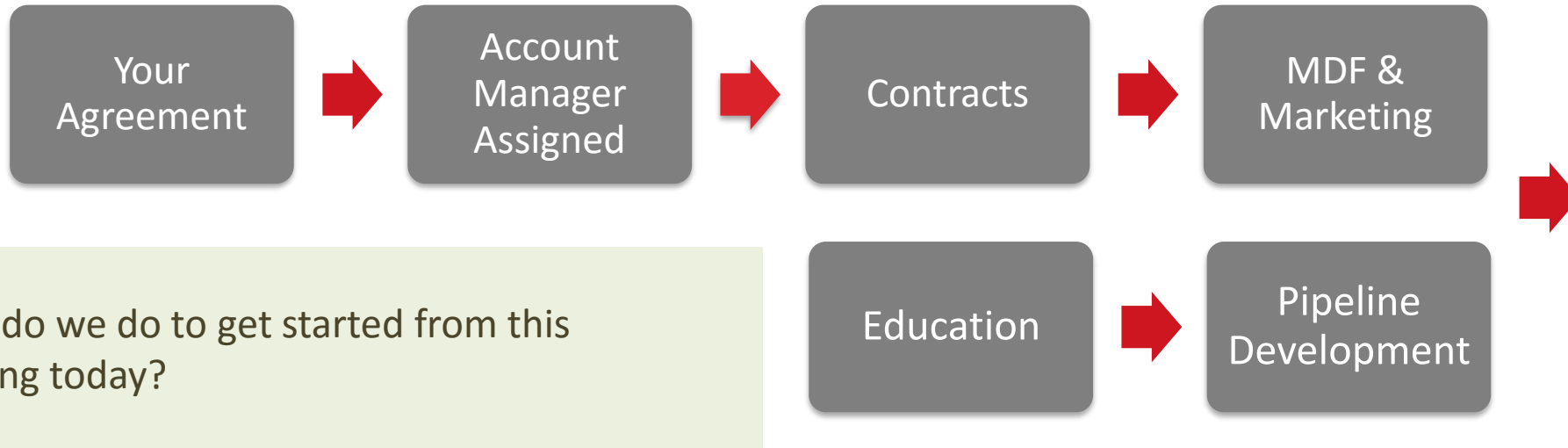
**Please use your skills
to title appropriately**

Getting Off to a Fast Start

Today!

30 Days!

SAMPLE



What do we do to get started from this meeting today?

**Please use your skills to
title appropriately**

Keep These in Mind...

- ✓ You are meeting with the Company President/Owner
- ✓ You have 10 minutes to get him or her to “YES”
- ✓ Prioritize on relevant information and get to the point quickly
- ✓ These are real partners, BUT this is a “safe learning environment”



Credibility & Believability Matter!!!

- ✓ What do they want?
- ✓ What is the value for the customer?
- ✓ How do they assess vendors?





But Wait!!

There's More!!

Partner Program Development Topics We Don't Have Time to Address

- Affinity Alliances
- Two Tier Distribution
- The role of Service Providers in Two Tier Distribution
- Trends in Routes to Market usage
- Real Life Examples of Role based Programs, Converged Infrastructure, Cloud Programs, Services IP for Partners to Fuel Services Capabilities, Born in the Cloud Program
- Tiers and Levels: Three versus Four
- Graduation to higher tier levels
- Consolidation resulting in Broad Product Lines offering Cross Sell opportunities

- Ease of Use in Single sign-on, single brand with multiple tracks by business model or role
- Tiered vs Role based discounts
- Incentives
- Global considerations
- Feedback loops: CAM, Advisory Councils, Road Shows, Roundtables
- Program transformation history: Revenue, Points, Specialization/Certification, Role
- PRM
- Forecasting and access to POS through Distribution

For Folks Back Home...

What We Don't Do at Channel Masters



PRODUCT STRATEGY	CHANNEL STRATEGY		PROGRAM DEVELOPMENT			FIELD EXECUTION	
REQUIRED INPUT	RTM	Capacity	Enable	Market	Sell	Recruit	Manage
<ul style="list-style-type: none"> ✓ Product ASP ✓ Target Markets ✓ Buying Behaviors ✓ Competition 	<ul style="list-style-type: none"> ✓ Routes to Market Selection ✓ Partner Profile Development ✓ Value Proposition Development 	<ul style="list-style-type: none"> ✓ Partner Productivity Assumptions ✓ Capacity Planning 	<ul style="list-style-type: none"> ✓ Sales & Technical Training ✓ Tools & IP Sharing ✓ Field Mentoring or teaming 	<ul style="list-style-type: none"> ✓ Market to, through, with strategy ✓ Demand generation tools ✓ Co-marketing funds & rules 	<ul style="list-style-type: none"> ✓ Pre- and post-sale support ✓ Incentive structures ✓ Pricing and discount models ✓ Deal Registration 	<ul style="list-style-type: none"> ✓ Staffing model ✓ Onboarding activities ✓ Role of distribution 	<ul style="list-style-type: none"> ✓ Program metrics management ✓ Joint business planning ✓ Rules of engagement



Field Execution is where the Rubber Meets the Road, Beyond the On-boarding and Ramping, Business Planning comes into Play



The Partner Business Plan

A jointly developed plan resulting in an understanding of your partner's revenue mix, investment with competitors, enablement plans, marketing plans and organization. Share of wallet and clear revenue commitments are two critical.

Revenue & Opportunity Planning

Optional: A jointly developed opportunity worksheet identifying the top opportunities for immediate engagement to close.

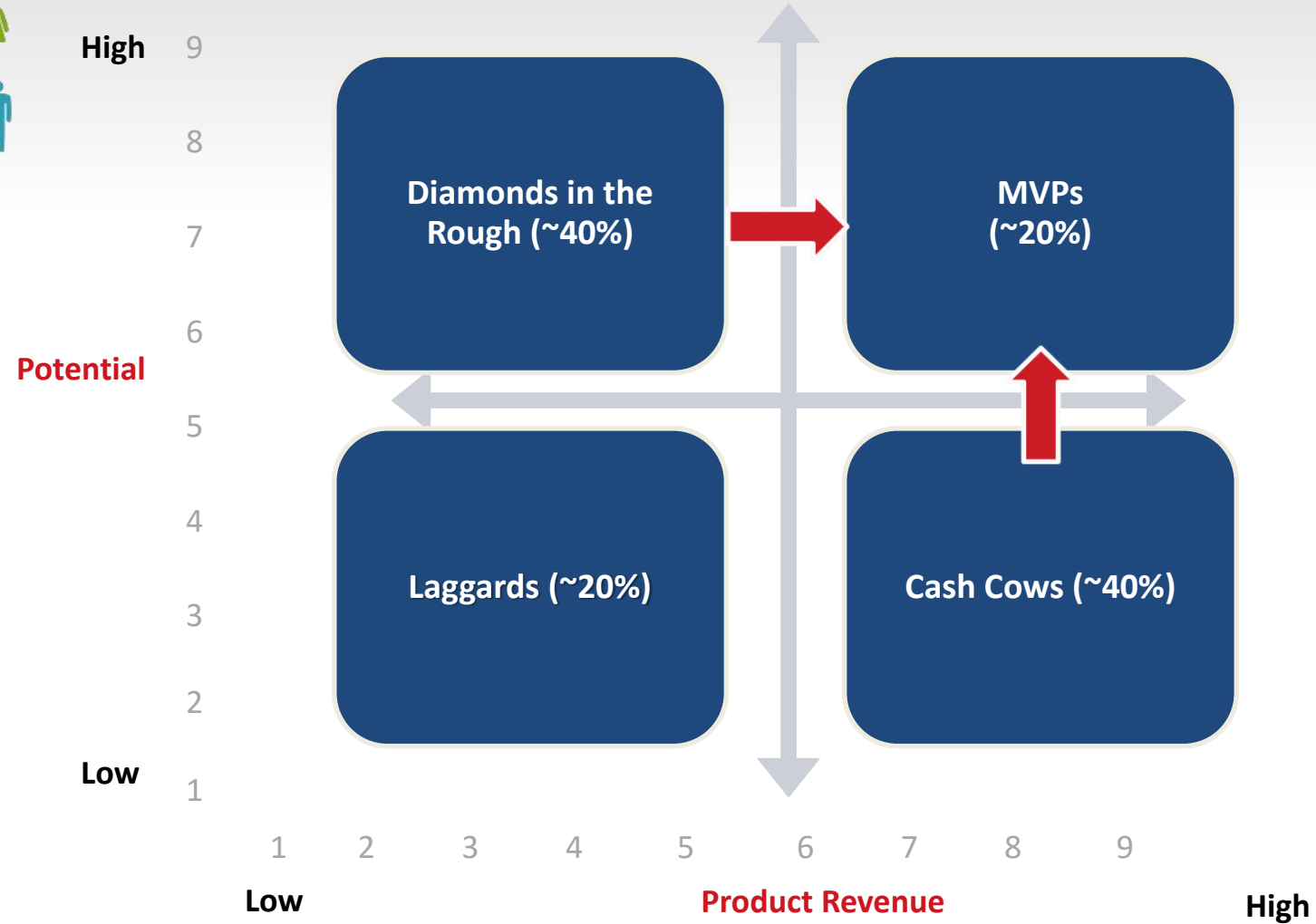
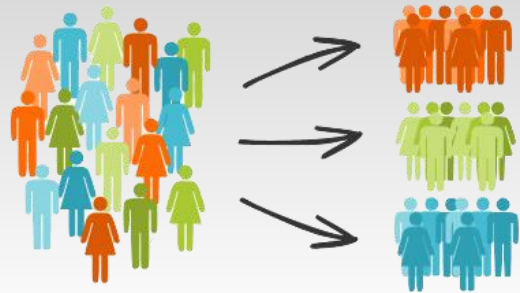
The Quarterly Business Review (QBR)

A structured, quarterly meeting to review progress against quarterly goals set out during the annual Business Plan.

The Call Plan

A structured Partner call preparation template (may be reduced to a checklist) to maximize the effectiveness of your partner call. Clearly prepare your stated goals, anticipate objections, prepare objection handling tactics.

Segmenting Partners Indicates Which to Prioritize for Business Plans



Capacity Planning Templates Help Identify How Many Partners are Required for Recruitment

INFO REQUIRED	
Product Average Selling Price (ASP) @ Net Revenue	
Number of Deals Average Partner Can Sell / Year	
My Annual Quota	
Recruitment Failure Rate: <i>(Historically what % of partners recruited do not achieve AT LEAST 80% of the # of deals the Average Partner sells per year?)</i>	

CALCULATIONS	
Average Partner Productivity = % of partners recruited historically that didn't make revenue expectations	<hr/>
Number of Partners Required = quota / average partner productivity / year (round up)	<hr/>
Number of Partners Likely to Fail = failure rate * number of partners required (round up)	<hr/>
Final Number of Partners to Recruit = number of partners required + number of partners likely to fail (round up)	<hr/> <div style="border: 1px solid black; width: 100%; height: 20px; background-color: #e0e0e0;"></div> <hr/>