

Optimize Channel Engagement With Custom-Fit Partner Incentive Programs

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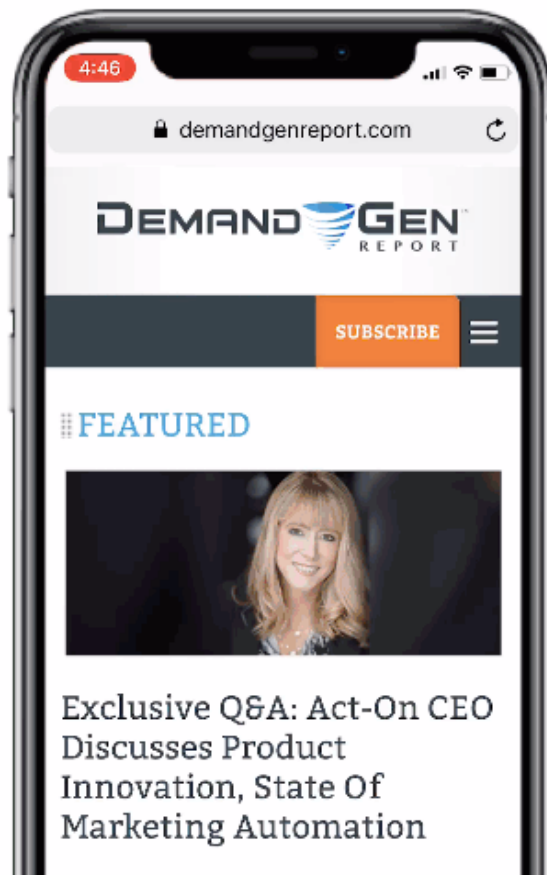


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B2B MARKETING EXCHANGE

A photograph of a crowd of people at a conference, with a blue and purple gradient overlay on the right side. The image shows a diverse group of attendees, some looking at their phones and others smiling. In the foreground, a man with glasses and a woman are smiling at the camera. The man is wearing a blue lanyard with a badge that reads "B2B MARKETING EXCHANGE", "GREG", "FARREST", and "ACCOLADE INC.". The woman is wearing a blue lanyard. The background is slightly blurred, showing more people and the interior of a large event space.

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Speakers



Claudio Ayub
Perks WW



Terry Moffatt
Channel Marketer Report



Optimizing Channel Engagement

A Custom-Fit Incentives Automation Strategy

Claudio Ayub - *Chief Strategy Officer*

Perks Worldwide



Key Issues Impacting Partners

Digital transformation has created misalignment of the partner's sales process, with the new digitally-connected buyer's journey

Today's empowered B2B Buyers demand a new level of specialization and sophistication from vendor's partners that support them.

This new level of specialization and sophistication has made it much more difficult for channel leaders to find and recruit the right partners.

Channel leaders need a partner centric approach to recruitment modeled on best practices built on the Partner Journey.



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Your Takeaway Today

1

An overview of the partner's journey and personas

2

A synopsis of the different incentives and programs types

3

An incentive framework to align and accelerate the partner journey

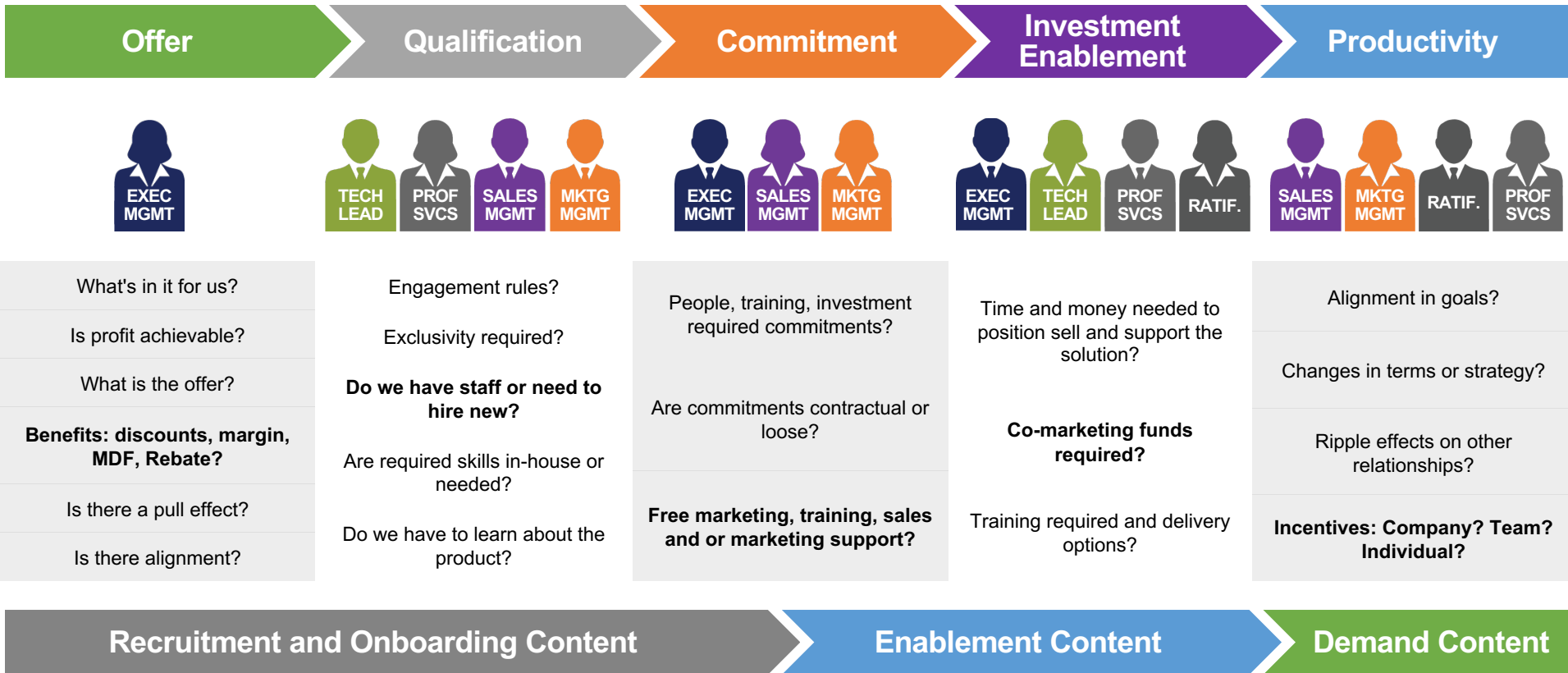
Understanding the Partner's Journey



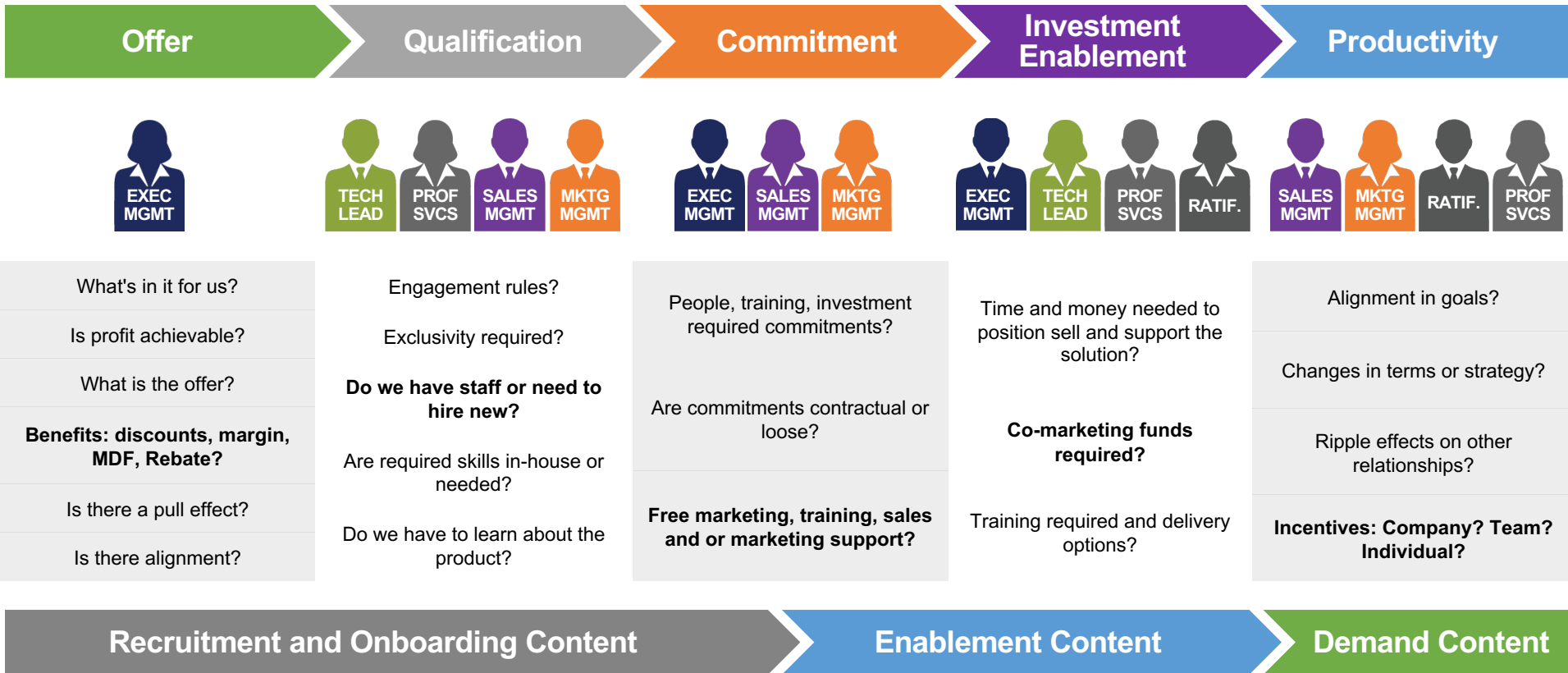
To Gain Greater Adoption, Take the Partner's Perspective



To Gain Greater Adoption, Take the Partner's Perspective



To Gain Greater Adoption, Take the Partner's Perspective



Considering the Different Personas Within the Partner Organization

Consider different roles within the partner's organization, align tactics to each of their needs and define wins



**Owner,
CEO, CFO
or President**

Wins:
Grow Top-Line
Revenue, Drive
Profitability



**Engineering
or Technical
Leadership**

Wins:
Innovate,
Best-of-Breed
Products



VP of Sales

Wins:
Drive Repeatable
Revenue, Sales
Productivity



**Consulting
or Services
Director**

Wins:
Drive Service
Revenue, Leverage
Existing Skills



**VP or Director
of Marketing
(if present)**

Wins:
Create Demand
Programs,
Generate Leads,
Fill Pipeline



**Sales,
Consulting,
Support Staff**

Wins:
Reach Goals,
Develop Skills,
Service
Delivery

Know those personas can be influenced by different incentive types

The ideal mix of programs has expanded to include a blend of channel incentive program types.



Co-op Funds

Marketing funds earned through revenue attainment (percentage-based)



Launch Funds

Discretionary funds to launch new partnerships, drive awareness/ demand for new offerings



SPIFs

Sales performance incentive funds earned by reaching specific sales goals



Marketing Development Funds (MDF)

Discretionary funds used to seed new market opportunities



Rebates

Monetary rebates earned upon reaching specific goals or targets



Points-based Rewards

Cumulative rewards earned through specific behaviors or activities

Deliver Those Incentives Types Through Different Types of Programs

Expand the universe of rewards to align with corporate strategic and growth goals as well as channel-specific goals.



Revenue/ Performance Achievement

Reward for reaching predefined revenue or performance objectives



Managed Business Objectives

Reward for achievement of specific supplier-defined objectives



Deal Registration

Reward for registering opportunities, deals, sales-accepted leads



Onboarding Velocity

Reward for partner on-boarding within the desired timeframe



Certification/ Specialization Achievement

Reward for partners reaching certification/specialization goals



Lead Reporting

Reward for closed-loop lead reporting, adherence to SLAs



Partner Engagement

Reward for partner engagement in supplier programs



Customer Success

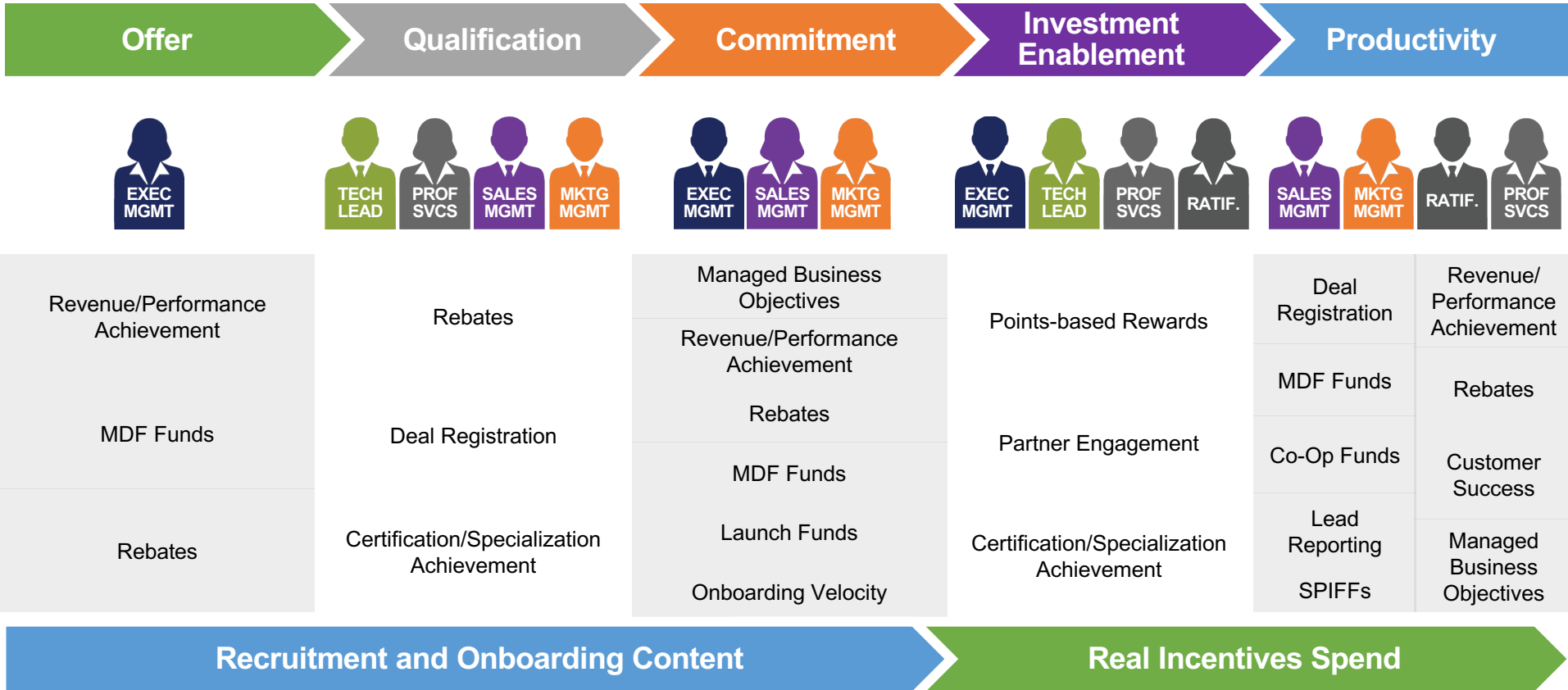
Reward for partners achieving customer success goals



Cloud Transformation

Reward for partners transforming to cloud business

In Alignment to the Partner Journey and the Partner Personas



And Aligned to the Partner Business Model and Sales Cycle



And Aligned to the Partner Business Model and Sales Cycle



**But which incentives
are more effective?**



The incentives framework in action

A systematic approach
to incentive plan design

Start by Identifying Overarching Goals



Growth

What **Growth Goals** are you trying to achieve?



Partner

Which **Partner Types** can contribute to those goals?



Persona

What is the role of the various **Partner Personas**?

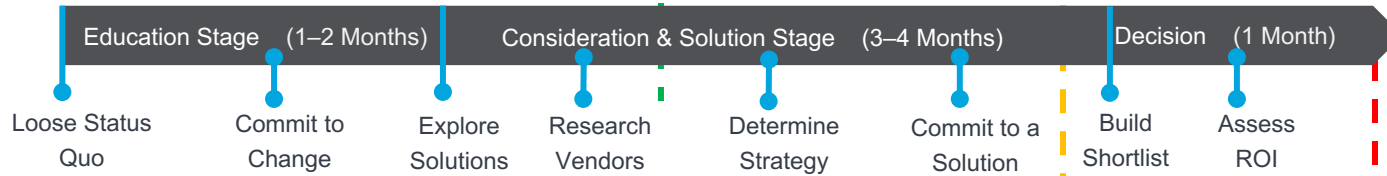


Behavior

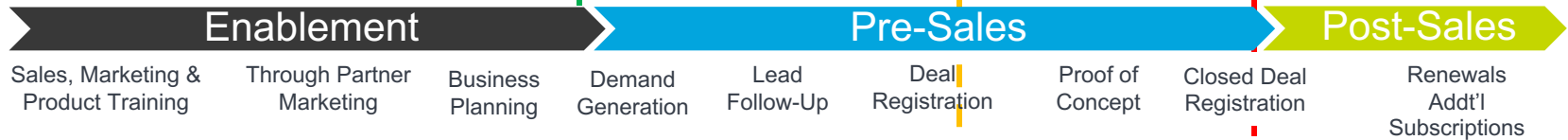
What **Behaviors** would you like see those personas perform?

Compare Your Partner's Journey to Your Buyer's Journey

Your Buyer's Journey



Your Partner's Sales Cycle



Your Partner's Sales Cycle Length



Identify Desired Behaviors at the Individual, Team, and Company Levels



Partner Capabilities

- Onboarding velocity
- Certification/training completion
- Joint business planning
- Increase program engagement

Demand Creation

- Demand creation participation
- Increase partner generated leads
- Closed-loop lead reporting
- Increase marketing contribution to pipeline

Financial Goal

- Increase sales revenue
- Increase pipeline contribution
- Customer retention
- Upsell and cross-sell

The Incentive Framework – Activities and Behaviors

Align those activities, behaviors, and transactions to the 3 key areas of the partner's journey

Enablement	Pre-Sales	Post-Sales
Sales Accreditation	Demand Generation	Stretch Goal Attainment
Technical Certification	Lead Follow-up	Closed Deals
Marketing Certification	Opportunity Registration	Additional Subscriptions
Joint Business Planning	Sales Pipeline	Renewals

The Incentive Framework – Company, Team and Individual Level Influence

Tag how you want to influence those activities, behaviors, and transactions






Incentive Level	
I	Individual
C	Company

Enablement	Pre-Sales	Post-Sales
Sales Accreditation I	Demand Generation C	Stretch Goal Attainment C
Technical Certification I	Lead Follow-up I	Closed Deals I
Marketing Certification I	Opportunity Registration I	Additional Subscriptions I
Joint Business Planning C	Sales Pipeline C	Renewals C

The Incentive Framework – Influencing Behavior









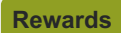






















Apply the right incentive program type to the behaviors you want to influence.

Incentive Level I Individual C Company	Enablement	Pre-Sales	Post-Sales
	Sales Accreditation I Rewards	Demand Generation C MDF	Stretch Goal Attainment C Rebates
	Technical Certification I Rewards	Lead Follow-up I Rewards	Closed Deals I Rewards
	Marketing Certification I Rewards	Opportunity Registration I Rewards	Additional Subscriptions I SPIFFs
	Joint Business Planning C Co-Op	Sales Pipeline C Rebates	Renewals C Rebates

Incentive Type
 Rewards
 SPIFFs
 Rebates
 Co-Op
 MDF

The Incentive Framework – Applying the Benchmark Incentive Rate

And apply the right incentive value to each program.

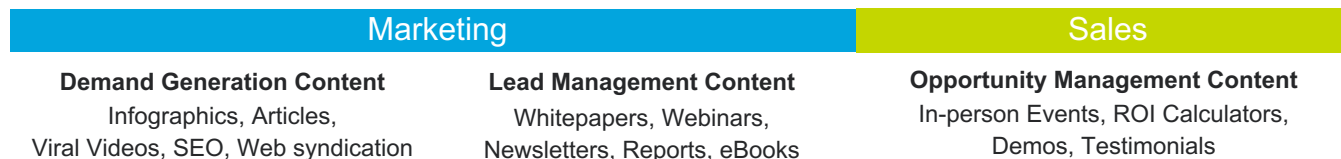
Incentive Level  Individual  Company	Enablement	Pre-Sales	Post-Sales
Incentive Type  Rewards  SPIFFs  Rebates  Co-Op  MDF	Sales Accreditation   \$300	Demand Generation   2%	Stretch Goal Attainment   1% to 3%
	Technical Certification   \$500	Lead Follow-up   0.5%	Closed Deals   1% to 2%
	Marketing Certification   \$300	Opportunity Registration   0.75%	Additional Subscriptions   1.5%
How much to invest? % of revenue allocated to incentive solution	Joint Business Planning   2% to 5%	Sales Pipeline   1%	Renewals   2% to 3%

The Incentive Framework – Putting it all Together

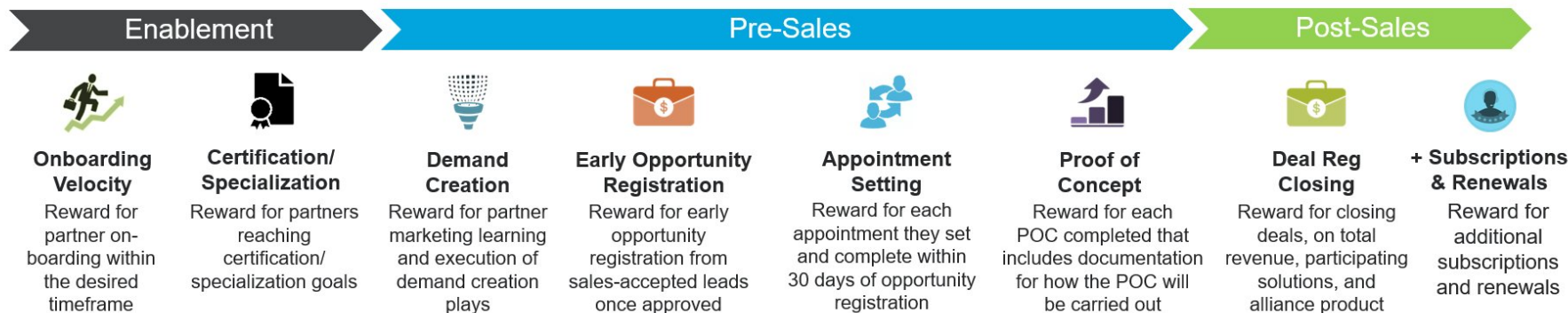
The Buyer's Journey



The Partner's Journey

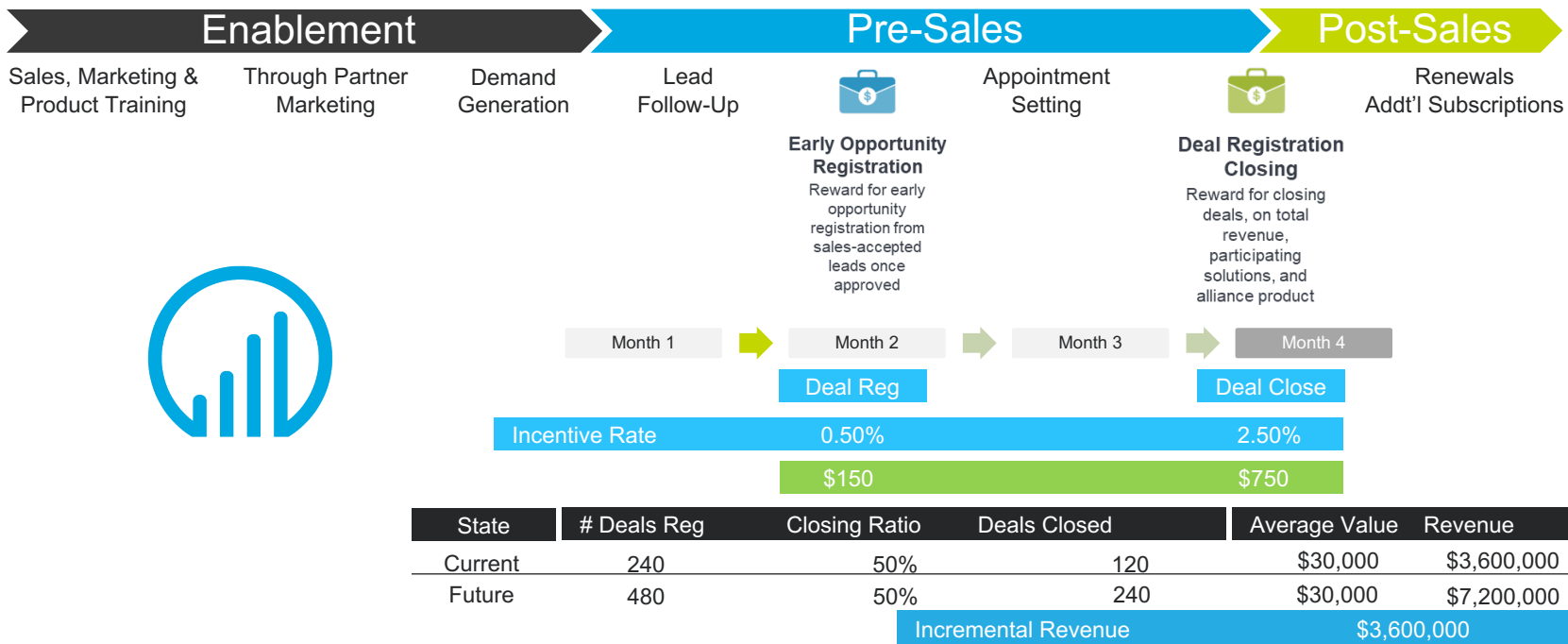


Incentive Strategy



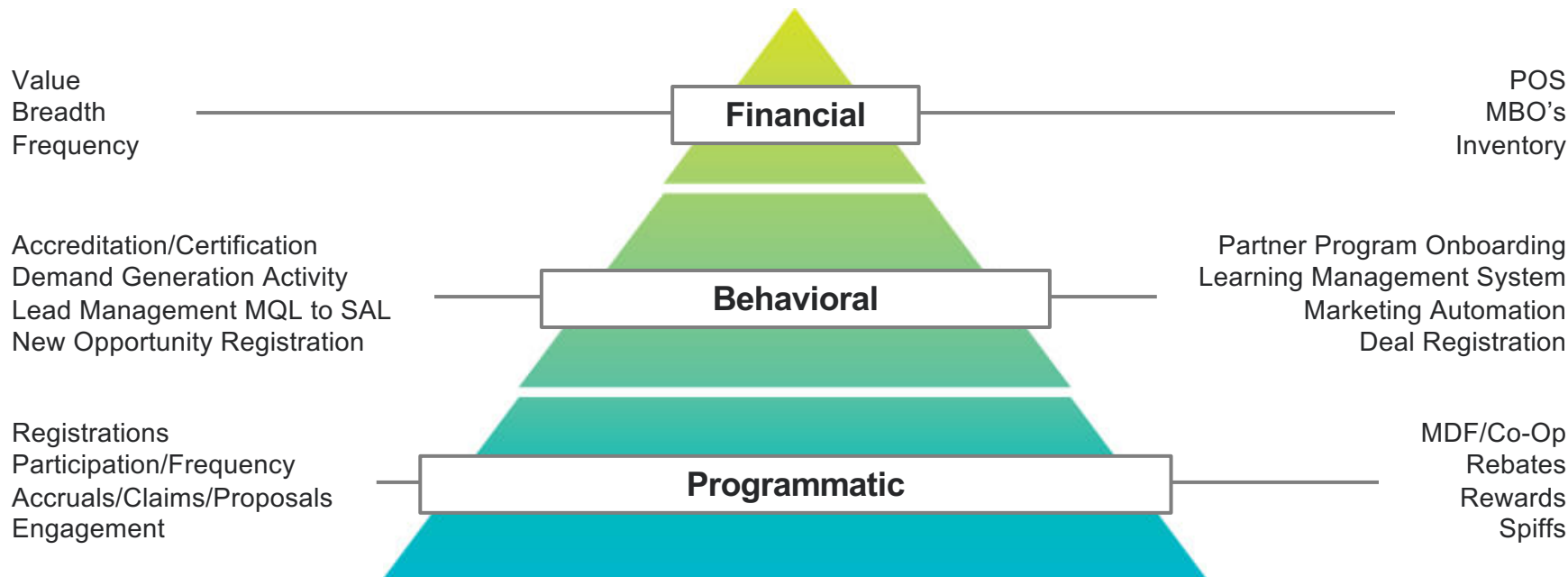
Case Study - Accelerating Time to Revenue

The Partner's Sales Cycle



Aligning Metrics to Behaviors Makes it Easier to Substantiate ROI

These are the basic measurements of partner incentive performance.



Check List



To Gain Greater Adoption, Take The partner's Perspective

Offer – Qualification - Commitment – Enablement - Productivity



Profile Partners Against your Ideal Partner Profile to Understand:

Business Model, Go-To-Market, Sales coverage, Marketing capabilities, Value added positioning



Define the Different Personas Within the Partner Organization

Executive team, Sales and marketing team, Product and support team



Segment Partners by Profile, Persona, and Go-To-Market

Use launch allowances and programs to accelerate time to revenue



Align Partner Incentives to the Partner Journey by Partner Type to Accelerate Time to Revenue

Channel incentives solely focus on past performance or closed deals don't work any longer



Define Incentive Types, Programs, and Personas to Drive Desired Behaviors

At the partner company, team, and individual level



Model, Track, Measure and Tune Activities, Behaviors, and Transactions

Programmatic, Behavioral, and financial program measurement

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Q&A / Speakers



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August 26th

3:00 PM ET