

# GLOBAL SALES SUMMIT

## Growing Channel

Harald Horgen

PEOPLE



PURPOSE



PASSION



# What is The York Group?

The York Group is a global organization specializing in business strategies for information technology solutions.

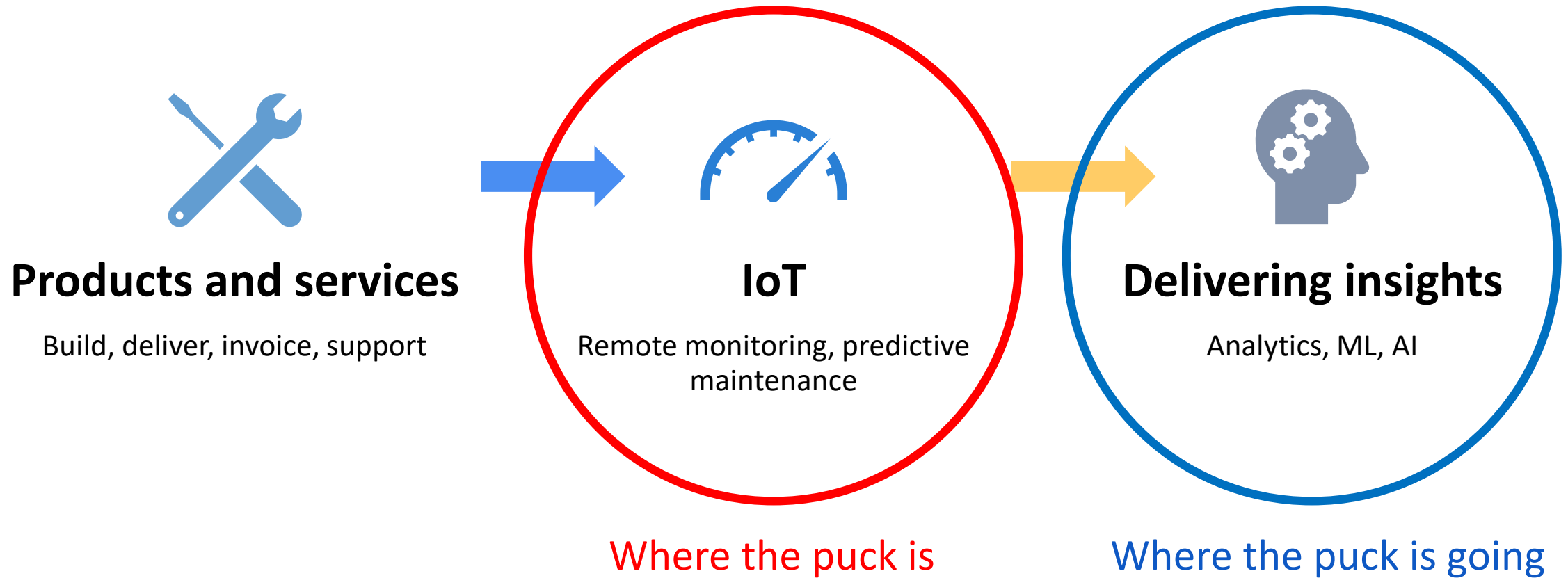


# Global clients





# Businesses are transforming



# Asynchronous adoption



Software vendors  
SIs  
Manufacturers  
Retailers



*"Every company should be a software company"*



# Global clients



OPPORTUNITY

A man in a dark suit is seen from behind, standing on a white surface and pointing his right hand towards the word 'OPPORTUNITY' which is written in large, white, fluffy letters in a bright blue sky. The scene is framed by a large, semi-transparent white circle.

Mid-market  
manufacturers

---

# Why do you need channel partners?





# Partner model used to be easy



**BUSINESS APPLICATIONS WERE NEW**

**CHANNELS WERE NEW**

**RESELLERS NEEDED VENDORS**

# Why you need partners



THEY HAVE CUSTOMERS

THEY HAVE OTHER VENDORS

THEY PROVIDE SERVICES

# Partners don't need you



THEY HAVE CUSTOMERS

THEY HAVE OTHER VENDORS

THEY PROVIDE SERVICES





## Channel trends

- Generational change
- Transactional partners are dying
- Marketplaces
- Industry consultants
- Focusing on fewer partners

sage

- Company owners reaching retirement
- >50% of partners will never change
- 10-20% are already there
- Focus on those sitting on the fence



**GENERATIONAL CHANGE**



# Transactional partners are dying

---

- Microsoft is killing the channel
- Margins are going down
- Partners have to move into services
- Many can't transition
- Forrester estimate – 35% of resellers have disappeared in last five years





# Marketplaces

- Growing in importance
- Starting to displace some partners
- Engine for lead generation
- Microsoft - tied to field seller compensation



# Industry specialists



## Professional services

- Accountants
- Lawyers
- Billing services

## Industry consultants

- HR
- Manufacturing (quality assurance, process improvement)
- Medical practice management

# Industry specialists – business models

FREE INTERNAL USE LICENSE

BEST-OF-BREED SOLUTION – NO COMPENSATION

PAID SPOKESPERSON

REFERRAL FEES – 3 OPTIONS

RESELLERS

SYSTEMS INTEGRATORS





# Focus

---

- Hope is not a strategy
- Match the expectations/performance
- Be a partner, not a vendor
- Pay them for what they do

# What do your partners want to do?

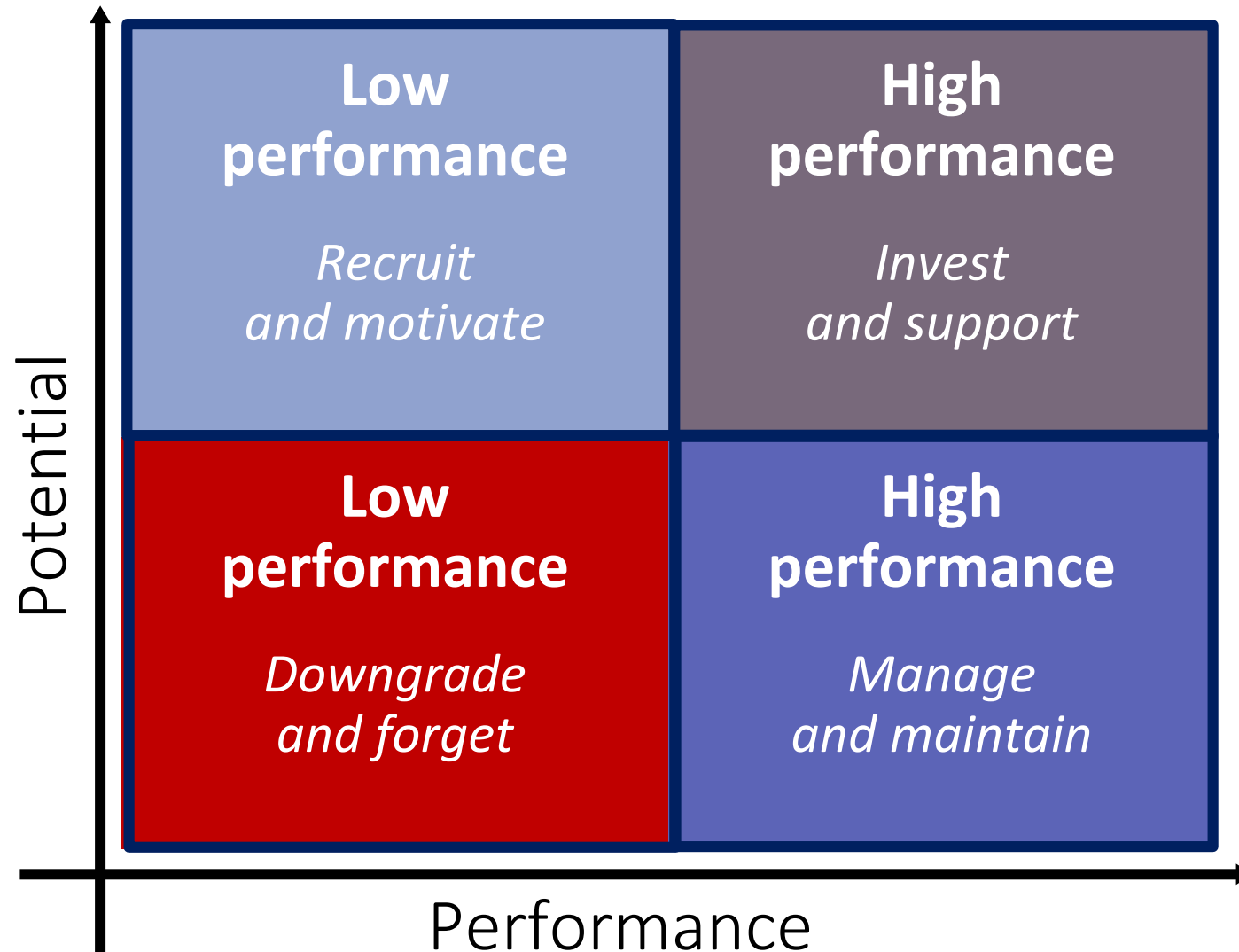
**LEAD GENERATION**

**MARKETING AND FULL SALES CYCLE**

**DEPLOYMENT**

**CUSTOMER SUPPORT**

# Classifying the partners





Mid-market manufacturing a transformational opportunity



Partners are a valuable multiplier – when they perform



Give your partners more than a product to sell



Align the expectations with realistic performance

# Summary



PEOPLE



PURPOSE



PASSION

GLOBAL SALES SUMMIT

