



# Channel Program That ROCKS for IT Partners *The VAR Advisor*

Comprehensive Program for **Targeting**, Recruiting,  
Onboarding and Supporting Strategic Partners

# ***The VAR Advisor***

Transformational business advisor  
Cloud and Telecom Channel Expert  
Successful Entrepreneur  
Strategic and Tactical Leader  
Executive Coach  
Motivational teacher and speaker



**Jack Knocke**  
**Owner/President**  
**The VAR Advisor**  
[www.thevaradvisor.com](http://www.thevaradvisor.com)  
[jack@thevaradvisor.com](mailto:jack@thevaradvisor.com)  
**470-295-4365**

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# Channel Program Goals

- Recruit more relevant, engaged, productive partners
- Drive substantial increase in revenues from new and existing partners
- Establish best practices across the entire channel program
- Develop a clear picture of partner performance & value
- Establish specific profile for TOP new productive partners
- Create an excitement in the channel program that energizes the team



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# Channel Processes

- Targeting
- Recruiting
- Onboarding
- Supporting



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# Profile of the IT Solution Provider

- Types of ITSPs
- History
- Red Flags
- Messaging
- Business Model Options
- Support Levels



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# The ITSP world

- Equipment sales
- Managed Services
- Trouble Tickets
- Monitoring systems
- Rapid response
- Proactive actions
- Staffing challenges
- RMM Systems
- New client recruiting
- Product focus
- Service focus
- Strategic vendors
- Constant fire drills
- Inability to plan
- Premise vs Cloud challenge
- QBRs, monthly reporting
- Key Metrics-TTs, new/ret, costs
- Resale, MRR value focus



Products, Innovations, Vendors, & Promotions are being pitched every day. We help you and your team sort through the noise and find the TOP providers WITH business models that match your strategy saving you evaluation cycles and lost opportunity time and money with bad experiences.



# Understanding ITSPs

- They are not like Agents
- They have a specific business model

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# Business Model Options - Considerations

- Balance effort and payoff
- Options: Build, resell, white label, agent commission, referral
- Team capabilities
- Launch, grow, scale
- YOUR strategy (the ITSP)

**Focus on Quality, Automation, Seamless Integration**

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# New Messaging

- Prepare your business and enable your clients for technologies of the future
  - Mobility, sensors, IoT, virtualization, DR, remote work, interactive retail, social media, BYOD, Business Intelligence, Wearables, 3D printing, smart machines, GPS/location awareness
- Network and application automation integration



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# Digital Disruptions

- World's Largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write apps (Apple & Google)

# Where are marketing dollars wasted today?

- Fishbowl leads
- Inefficient recruiting
- Lack of follow up
- Agreement sent to a black hole
- Underperforming program
- Prospects working with OTHER vendors
- False sense of security
- Lack of oversight, reporting, accountability



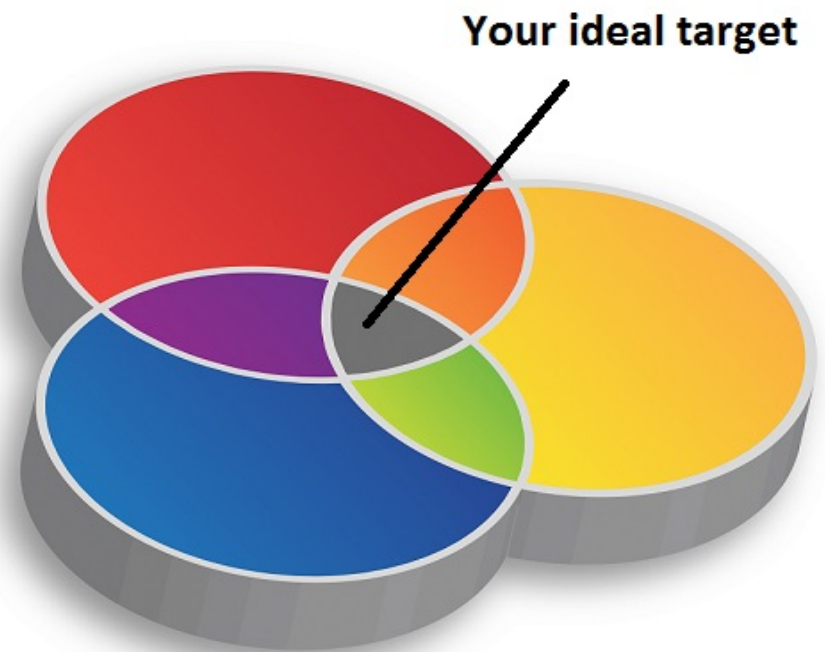
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# Target new partners carefully

Prepare your profile

- Business Model
- Size
- Challenges
- Alternatives
- Advantages
- Verticals
- Geographic reach
- Top Vendors
- Top Products



Leverage the 7/70 rule

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# One-Page Profile

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The One Page Partner Profile

For: \_\_\_\_\_

<p><b>Primary / Business Model</b> ...MSP/VAR/Agent/Consultant</p> <p><b>Profile</b> ... Annual Revenues # Employees # Technical # Sales Office locations Experience in cloud or telco? Current master(s) Type of Biz model- Agent, referral, resale</p> <p><b>Results</b> Revenues YoY Rev Growth Adequate Profits?</p>	<p><b>Challenges</b> ... Others selling into your base Telco agents – Telco direct product expansion  Compressed margins Staff Turnover, staff recruiting</p>	<p><b>Unfair Advantage</b> ... What do you have that no one else can match?</p> <p><b>Unique Value Proposition</b> ... What are your claims to customers?</p>	<p><b>Verticals</b> ...</p>	<p><b>Top Vendor Relationship</b> ... which RMM tool are they using</p>
	<p><b>Existing Alternatives</b> ... Stay the course Do nothing Take specific actions</p>	<p><b>Customers say we....</b> ... Are responsive Are smart Are nerds Are Visionary ...</p>	<p><b>Geographic coverage</b> Local National National with assistance International clients</p>	<p><b>Top Products/Services</b> ...</p>
<p><b>Company Value Statement</b> Elevator Pitch</p>		<p><b>1-5 year plan, growth plan - Aspirations</b> ... Revenues, offer, business model, Cloud Services</p>		

# Partner Strategy Session

- ITSP business profile
- Current situation - gaps – desired state
- Current Messaging
- Product / Service offering
- Business Model Financial Options
- Partner Matching
- Sales & Marketing Process
- Execution Support

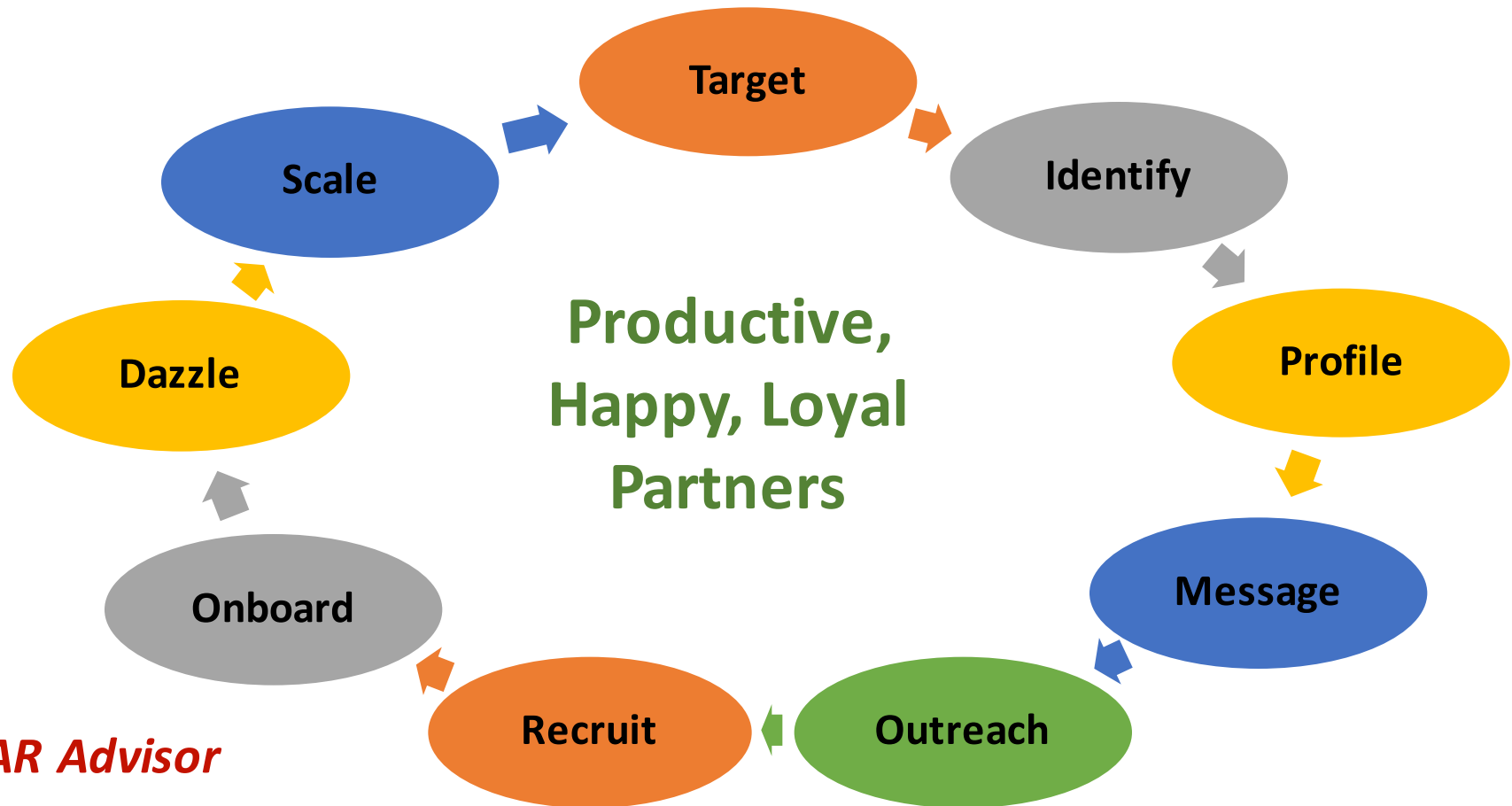
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# Channel Program Attributes

- Business model options
- Messaging
- Sales process
- Bundling opportunities
- Support Levels
- Rules of Engagement
- Compensation

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# The Onboarding Process



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# Enhanced onboarding processes

- Personalized
- On-site, in-person
- Leverage initiative match
- Business model focus
- Product matching focus
- Timing match
- Executive sponsorship
- Compensation plans
- Customer experience focus
- Financial model
- “more” than just another product
- Selling techniques
- Overcoming objections
- Role playing
- Tracking/Reporting
- Exploit Customer base AND prospects

# Custom training program

Redefine training to be all about the partner

- Business Analysis of the partner's business
- Establish accountabilities, reporting
- Customer Targeting
- Product bundling
- Customer base exploitation

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# Value Proposition



- What is it worth if you have one partner sell \$50,000 more in MRC?
- What is it worth if you attract one new partner who sells \$50,000 in MRC? How about 20 or 50 of those?
- What is it worth to increase sales from existing partners by 10% across the board? 40% across the board? Or more?
- How much opportunity in your channel is falling through the cracks with broken processes, ineffective targeting, lack of tracking and accountability?

***Let's look at the facts, quantify the opportunity and then methodically grow the channel.***

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## Other questions to ask

- How much are your partners selling through other distribution partners?
- How much are your partners selling?
- How penetrated are your partners in their own customer base?
- Do you really enable your partners?
  - Beyond the brochures, beyond the products, beyond the portal
  - Selling, integrating, educating, empowering, motivating, etc.



# Best Practice Development

- Partner Business Plan discussion
- Opportunity assessment
- Orientation to company, products, policies & systems
- Sales Assistance
- Ongoing support expectations
  - Partner Responsibilities
  - Vendor Responsibilities
  - Reporting & Tracking tools
- Rules of engagement
- Compensation and incentives, tiers, payout timing



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# Set benchmarks for future program performance

- Program aspirations (specific)
- Revenue base, annual MRC sales
- Number of partners, participation level
- Sales & support team
- Product mix of sales
- Systems
- Commission Payouts
- Percentage of total company distribution



# Analyze program statistics

- 3-5 year history
- Partners recruited
- Partners Trained
- Quotes, Sales by Partner, CM, Region, Product,
- Partner participation, satisfaction level
- Staffing level, training, experience, performance, aspirations
- Onboarding measurements – KPIs
- Products being sold, competitive positioning



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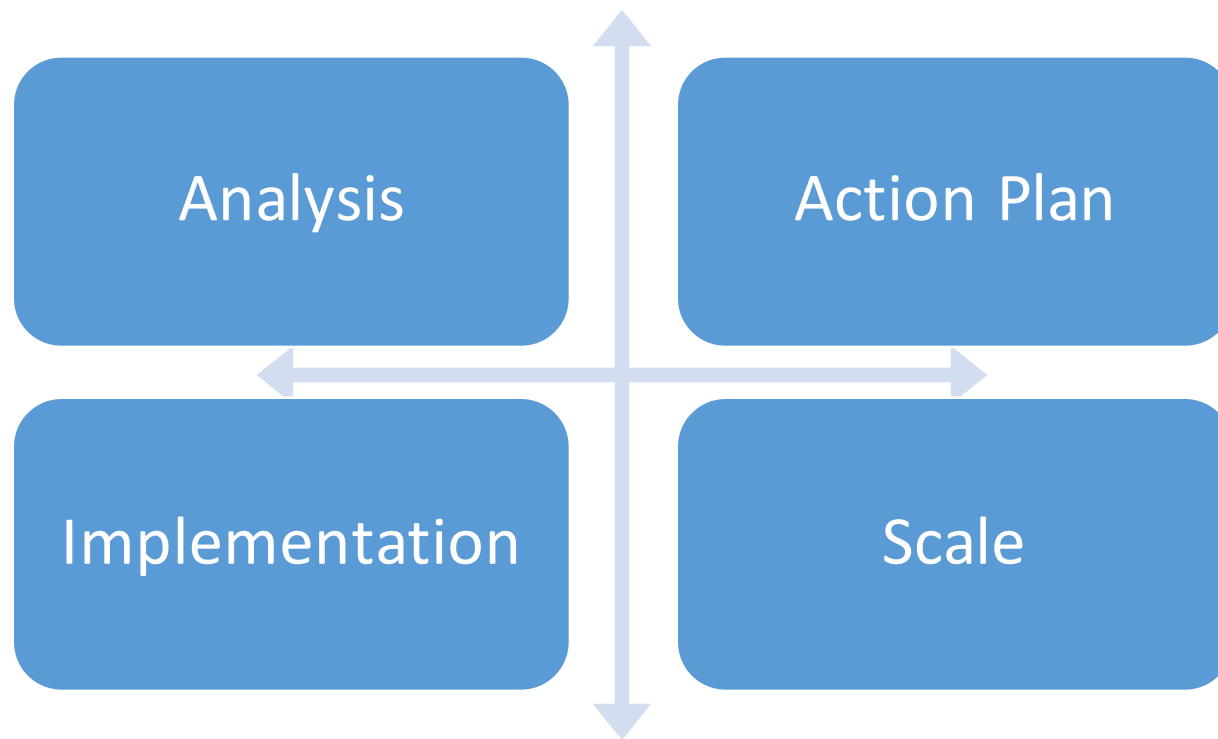
# Re-launch to partners

- Partner re-profiling
- Solutions by partner business model
- Base exploitation
- Product Bundling
- Strategic product portfolio
- New customer marketing coordination
- Position for quotes for all relevant opportunities



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# Methodical approach to efficiency



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# Timing –project plan

- Phase 1 – Data gathering current program, observations
- Phase 2 – Concurrence on aspirations, gaps, action plans
- Phase 3 – Implement program changes, Launch to team
- Phase 4 – Implementation, training, marketing, feedback, tracking
- Ongoing Tracking of results

SUN	MON	TUE	WED	THU	FRI	SAT
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

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# In Summary

- Focus on targeting and recruiting the right partners
- Make it all about the partner
- Deliver Value
- Onboard them like a king
- Plan and track results together

Summary

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# Take Action!

Enabling MSPs, VARs, IT Solution Providers who are interested in making a successful transition to selling and supporting Cloud and Carrier Services.

JACK KNOCKE

The VAR Advisor

[www.theVARadvisor.com](http://www.theVARadvisor.com)

[jack@theVARadvisor.com](mailto:jack@theVARadvisor.com)

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## Questions & Answers

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