

**Partner Relationship  
Management Evaluator:  
5 WAYS TO KNOW IF  
YOU ACTUALLY NEED  
A TOOL**



**Allbound<sup>®</sup>**

# Introduction

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Working within a partner channel is a critical—and oftentimes challenging—component for success. And not just working, but efficient work. With the proper mindset, it doesn't have to be a struggle. The old way of working with channel partners is exactly that: old and outdated. Traditionally, partners have been treated like the ugly step-child, rather than as a true extension of your sales team.

In our industry, we typically refer to the traditional partner sales approach and its tools as “Partner Relationship Management.” While we don't want to get hung up on semantics, we prefer to call the new approach, “Partner Sales Acceleration.”

The traditional approach and tools for partner relationship management is broken. Consider these statistics:

- Only 38% of B2B buyers say their sales reps understand their industry.
- Over 35 hours per month are spent by partner sales reps searching for the right tools and training.

That fact is, legacy PRM systems and partner portals are rapidly being considered manual, impersonal, and out of touch with today's buyer.

Now that we have that out of the way, let's get into the nitty gritty of this ebook.

## **Partner Sales Acceleration:**

Partner Sales Acceleration software is improving partner adoption, engagement, and effectiveness. And it's ensuring that partners and sales reps engage in content-driven communication that removes roadblocks and closes deals.



# Evaluate

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What tools are you using now? Are you covering your needs for both direct and channel sales? We've put together a comprehensive list to make sure that you can review your entire situation, evaluate what is working well, and what you might need to address. From there, you'll be able to prioritize each area and work on the most critical items first—the ones that can bring you the biggest efficiency boost for the lowest effort.



## Are you piecemealing Excel spreadsheets?

If you have a spreadsheet for every separate database within the channel, that can get pretty messy very quickly. By piecemealing spreadsheets, you're inviting conflict over leads and duplicate deals.

A partner sales acceleration tool will centralize scattered spreadsheets, reward reps for registering their deals via gamification, and offer a unified platform to manage all your sales team's progress.



## How do you communicate with your partners?

Does every update require an email with an attachment? And when you send it off into the fog of the internet, are you crossing your fingers that your partners received and absorbed the content that you sent them? That's the old way. Think of it like sending a messenger pigeon. The important information gets to your intended audience, but can easily get misplaced or disappear without notice. You also can't control what the recipients do with your email after it arrives.

A better way is a centralized communication and collaboration space. An area that allows you to post a message to all (or even select) partner sales and marketing staff about new materials available. This way, you're not sending a carrier pigeon so much as putting up a billboard that screams "Hey guys! Check these updates out!" and will always be available for them to review.





### **If you are still lead hunting, how do you measure their success?**

Going after direct leads can be a mixed bag. But what can make or break your success is learning from past experiences. Keep track of what was driving customers to close a deal, and what wasn't quite working.

Of course, this can be a lot easier if you have the ability to document sales and prospects within the same database as all of the rest of your information. Kick it up a notch by logging the content type that reeled in the customers as well. And don't forget about things like communication preferences and other pertinent notes on the prospect. The last thing you'd want to do is leave a deal on the table because you made a small misstep before closing the deal.

**“Kick it up a notch by logging the content type that reeled in the customers as well.”**



### **How many partners *and* how much content do you have?**

A small business may be able to function without a partner sales tool. But slowly growing means that over time you're going to have more data than can be easily managed on your own.

The goal is growth, right? So if you're not planning to expand and continue to grow, you can stop reading right here.

Chances are you're still with us. So even if you're starting out small, some day you'll be past the point where a trove of Excel spreadsheets and content files are still manageable. The longer you wait to implement a partner sales tool, the more complicated the migration process could be (or the data cleanup operation!). Thinking forward, adding a tool to your quiver to help you manage everything can save you huge headaches in the future.

On the other hand, let's say you're already getting close to that point. What is the magic number of partners, or amount of content?





## If you have more than 10 partners, you need a tool.

Now ten isn't exactly a number written in stone either. For some that operate in the channel, they might find that after six partners, they needed a tool or were struggling to stay above water. For others, they tried to hold out until close to ten, but life was pretty difficult until they added a partner sales tool.

The bottom line is that if you're not able to quickly find marketing and sales content, **you need a tool to help you out.** If you can't communicate with your partners in a timely manner, **you need a tool to help you out.** And if you think that you're working well currently but are growing at a rate that might make either of these difficult in the future, **you need a tool to help you out.**



# The Cost of Doing Nothing

You might have a situation that's not ideal, but there isn't enough pain to make it worth switching. This is a dangerous spot to be in. You're losing revenue, probably without realizing it, because you're not operating at the most efficient level possible.

This also goes for anyone who has an old set of tools that don't offer enough usability. Just because there aren't many pain points, doesn't mean that they don't exist at all. How many times have you tried to do something to be reminded "that's right, I have to do this clunky workaround to take care of this operation." Think about how many hours you lose dealing with the inefficiency of the tool, instead of having the tool work for you.

Don't fall into the trap of staying with the status quo. It might require a bit of adjustment to begin using a new tool, but it's a lot better than sticking to an outdated method.



# Calculate Your ROI

Use our [ROI calculator](#) to estimate what your actual return will be after implementing a partner sales tool.

**Tell Us About Your Channel**

Number of Resellers	<input type="text" value="12"/>	<input type="range"/>
Average # Sales Reps per Reseller	<input type="text" value="5"/>	<input type="range"/>
Average # Deals per Rep per Year	<input type="text" value="10"/>	<input type="range"/>
Average Deal Size	<input type="text" value="\$ 5,000.00"/>	<input type="range"/>
Profit Margin (optional)	<input type="text" value="33.0"/> %	<input type="range"/>
Estimated Monthly Channel Revenue	\$250,000.00	
Profit	\$82,500.00	
Estimated Annual Channel Revenue	\$3,000,000.00	
Profit	\$990,000.00	

**Sample Allbound® Investment**

Allbound® Collaborate Package - 1 Year	\$35,940.00
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The numbers used here are fairly conservative. 12 Partners with 5 reps each. And each rep closes 10 deals per year at approximately five thousand dollars per deal. The profit margin is optional, but for this example it's 33 percent.



You have two options for the Allbound Investment, the Collaborate Package or the Accelerate Package. Each is a yearly investment so the results reflect for one calendar year:

#### Allbound® Results

Estimated Percentage Sales Increase	5%
Monthly Channel Revenue Increase	\$12,500.00
Profit Increase	\$4,125.00
Annual Channel Revenue Increase	\$150,000.00
Profit Increase	\$49,500.00
One Year ROI on Revenue	317.36%
One Year ROI on Profit	37.73%

For this example, assuming a 5 percent sales increase after full Allbound implementation, you're looking at a monthly revenue increase of \$12,500, and profit increase of almost \$50,000. Carry that out to the annual ROI, and you're looking at over 300 percent return on revenue, and almost 40 percent return on profit.

**You're losing revenue, probably without realizing it, because you're not operating at the most efficient level possible.**





# Conclusion

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“Just getting by” shouldn’t be a phrase in your lexicon. If you consider whether you can afford to continue without an optimized partner sales tool, the answer is a resounding no.

If you’re using an outdated tool, or piecemealed spreadsheets instead of a tool, you’re leaving revenue out there. Engage your partners with the right content, and keep them in the loop with your collaboration tools. Using a tool to help with your partner sales acceleration makes the entire process a no brainer.



# About Allbound

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Allbound's SaaS partner sales acceleration platform lets any size business accelerate growth through sales and marketing partners. Make every engagement between you and your partners – and between your partners and their prospects – more simple, productive, rewarding and engaging.

We're on a mission to change traditional partner sales and marketing that is out-of-touch with today's buyer and is underperforming.

Stop the manual processes that waste time, money and don't get seen or used. Shift excuses into actions and actions into sales. Transform the channel with partner sales acceleration.

To learn more about Allbound's software, request a demo.

[REQUEST A DEMO](#)



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