



FORZADASH
The #1 way to develop your MSP Channel

COST-EFFECTIVE CHANNEL PROGRAM – TOP 3 THINGS YOU SHOULD KNOW FOR START-UPS

IT firms or vendors aim to promote their products and services in the market. How do you do it? You start a channel program and work with partners for your strategic promotion. What's more, make sure that your program is well-defined, clear, and specific. It should primarily focus on the value of your channel partners.

PROFITABLE START-UP CHANNEL PROGRAM

First, one of the most essential features of a successful channel is cost-efficiency. Moreover, a faster market strategy is one of the upsides of working through the channel completely. These are just a few of the fundamental features of what your channel should be.

Also, all vendors should give direct attention to their channel partner program especially during the start-up stage. Creating a successful channel is a challenging and demanding task for vendors.

To illustrate, you need to ask these questions before starting your program:

- *What business opportunities will your prospective partner gain from sealing the deal with your company?*
- *Why do you need to launch and operate a channel program?*
- *What are the roles and responsibilities of your partner in the program?*
- *What benefits do you provide in the go-to-market and channeling strategy?
These are the incentives you earn from such strategies instead of being direct vendors for prospective clients.*

TOP 3 THINGS TO INCREASE CHANNEL PARTNERING

At first, knowing what to ask before starting a program with partners is essential. Next, identify the top three most important things that would boost the value of channel partnering.

1. COMPELLING MOTIVE – CULTURE IN YOUR CHANNEL PROGRAM

First, a cultural need to create a channel should be your most powerful drive. This strategy enables the vendor to expand his reach in every niche market. It allows the vendor to get more customers and sellers. It not only ensures effective marketing but less selling-cost as well.

2. INCENTIVES/VALUE-ADDED SERVICES

Second, increasing the value of your partnership by creating program calls for mutual benefits. Both the vendor and MSP partners should get something out of this partnership. Vendors can make this happen by providing [value-added services](#) and incentives to their partners. Some of the things to do to make this work include financial services. You can also add customer care services to your channel for a successful partnership.

3. CHANNEL PROGRAM: GUARANTEED [BUSINESS GROWTH](#)

Third, what better way to boost your channel partnering than giving your partner a guarantee or assurance. So, do something that would make your partners realize there is business growth in your partnership. Assure them that they will get widespread brand recognition.

Moreover, show them your product sales value and the economic benefits they will get. Make them realize that they have a potential return on investment if they choose you. It is not enough that you give them lip service. They need to see tangible results and proof.

All in all, these are important things to remember when you launch your new channel program. One of the pitfalls of most vendors is their failure to recognize the value of the channel. Use the channel to your best advantage today. Arrange a meeting with us today and let's discuss your concerns!

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