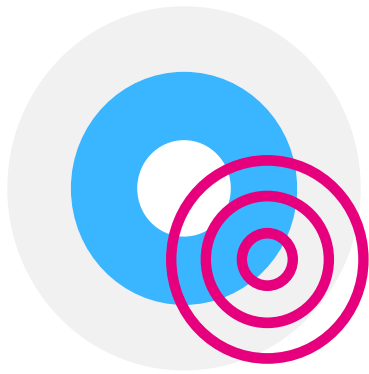


Channel Concierge with IRSMarketing

Fact Sheet



The 80/20 rule is alive and well in the channel. A few outstanding partners always contribute far more to than the rest put together. But what if you could raise the performance of all partners up to this standard? IRS's channel concierge service helps you do just this.

Our Channel Concierge Service assists your Partners to build on the self-service element of your partner portal to make sure all your resources are utilised effectively, and encourages to engage easily with your products. We ensure that your partners are aware of your partner portal and talk them through how to get the most out of it. Once they are familiar with the system, we will re-engage them to encourage their continued use of the system and gain valuable feedback for you.

4. We engage with all partners over the phone to understand their needs, work through your partner enablement information with them, and gather valuable feedback on their experiences
5. We re-contact these partners on a regular basis to introduce any new partner enablement elements and understand their progress and challenges.

A step-by-step concierge service

Our approach ensures maximum engagement with your partner network:

1. We understand your strategic requirements and pipeline targets
2. We re-confirm the right people you should be connecting with at your partner organisations
3. We build in their contact details so that your communications reach those who need them and you have the right data to work with

Research your target individuals

Getting granular with your target personas, IRS uses a range of sources, including online and social platforms, to create a highly-refined contact data set, to be reviewed by you. ABM is not about throwing at the wall, rather we focus on precisely those DM's and influencers that have the propensity to respond and act. Those people become the prime focus of your marketing and sales efforts. They will be your buyers.





IRS's concierge service empowers your partners to work for you effectively and efficiently. We'll handle the introduction of new products, new sales material, and specific partner campaigns. You will gain valuable feedback on how your partners are engaging with the toolkit you provide and your target market. Should some partners not be meeting their minimum criteria, we will help you to understand why. We'll also manage your deal registration process and investigate issues with stalled deals.

IRS combines social media, digital, database and telemarketing techniques to deliver a highly effective channel concierge service, to strengthen your bond with your partners and help to raise their performance. An holistic approach managed by a single point of contact offers you efficiencies and consistent messaging across your channel network.

We recognise that working with IRS's Concierge service requires trust in our ability to represent you with your valued partners.

With 25+ years in partner marketing and long-term relationships with a wide range of industry leaders, IRS offers you experience, creative ideas, confidentiality and consistency.



Contact IRS to talk over your Channel Concierge strategy, and how, together, we can help you and engage with new decision-makers and influencers.

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The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 25+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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