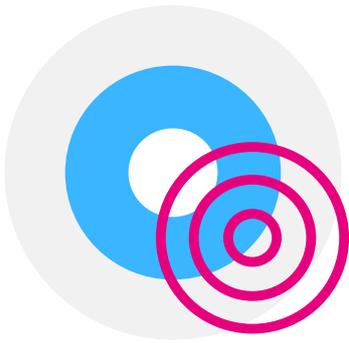


# Channel Partner Sales Generation with IRS

 Fact Sheet



Helping your channel partners to grow their sales pipeline is a key part of your channel strategy, but market conditions, competitor activity and your partners' capabilities create an ongoing challenge to making that pipeline grow consistently.

With 25+ years experience of assisting vendor partners and their distributor, reseller and technology relationships, IRS can share the challenge with you - from targeting, recruiting or re-activating partners and creating partner marketing automation platforms, to engaging with your target audience, delivering qualified sales opportunities and following-through to successful sales.

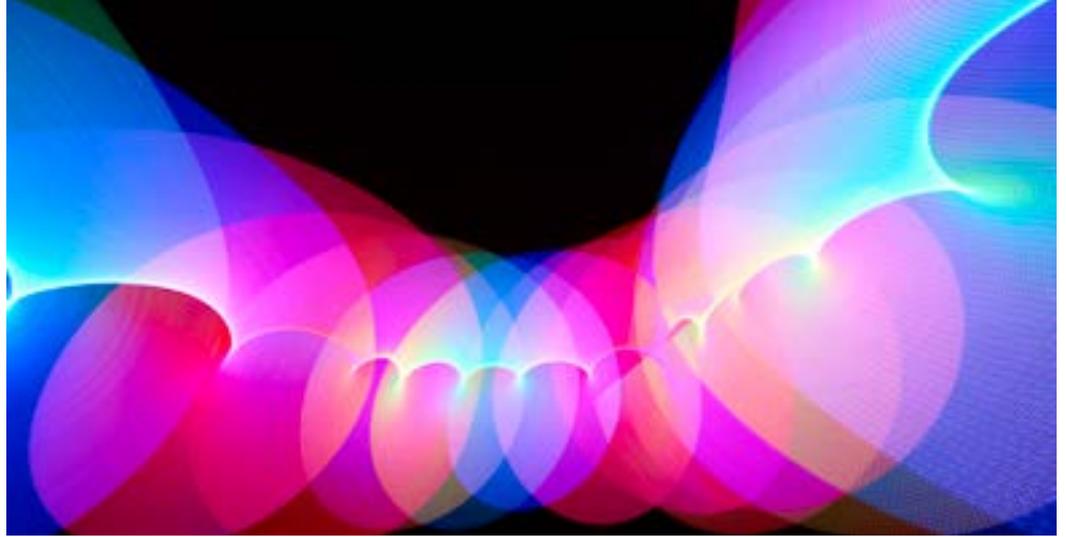
## Channel Strategy

Whatever your channel strategy - MDF or co-funded - and whether it is driven by you or partner-directed, IRS will work for you to achieve your sales targets. For many channel programmes, there can be too much choice of activities on which to spend with a network of partners to satisfy; it's a challenge to meet all their needs. Through IRS you can offer joined-up pipeline generation services to meet their expectations, incorporating social media, e-marketing, microsites, end-to-end event planning and telemarketing. Together, they represent the most powerful sales generation tools to engage your audience. Many channel campaigns fail due to the limited commitment of single partners and their individually-available resources. IRS's approach breaks this mould by running single campaigns into multiple partners on your

behalf, allocating out opportunities as appropriate while reporting back to you at every turn. This deploys your funds efficiently, generates consistent messaging and, most important, keeps up your brand values across the channel.

Plus, because we know that follow-up lead tracking with the channel partner is difficult, IRS will close the loop after scheduled follow-up dates, to gain insight into how well the partner engaged, if all boxes were ticked with the prospect and what the agreed next steps were.

This equips you with invaluable intelligence throughout the whole sales generation process, giving you accurate measurements by campaign and by partner. This knowledge will help inform future partner activity, and measure each partner's true ability to deliver sales.



## A Sales-Focused Approach

IRS's sales-focused approach means valuable additional sales pipeline for you. Sales pipeline generation should always demonstrate £value in your channel pipeline and that is our focus.

IRS adopts a 4-step approach:

1. understand your strategic requirements and pipeline targets
2. develop a success plan and track partner effectiveness
3. work closely with partner sales teams
4. follow-through the programme beyond normal partner hand-off.

IRS combines social media, digital, event, database and telemarketing techniques to deliver the most effective campaigns, to enhance your brand awareness and to strengthen your bond with your audience. And you'll maximise your ROI.



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



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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.

60

strong team

25+

years IT experience