

CHANNEL OBSESSED

How a winning
buyer experience
starts with a winning
partner experience



90% OF CHANNEL ORGANIZATIONS DON'T EXPECT TO HIT GOALS

Source: SiriusDecisions

The B2B buying experience has changed. Accustomed to the convenience of comparing and buying products online as a consumer, expectations for a similar experience in B2B buying is transforming selling models to meet buyers' new expectations.

Today's buyer is conditioned to research and then buy online without any human interaction which makes it easier for your solution and brand to blend in or disappear altogether into the **sea of sameness**.



WHEN B2B BUYERS
ARE CONSIDERING A
PURCHASE, THE MAJORITY
(67%) OF THAT TIME IS
SPENT RESEARCHING
INDEPENDENTLY ONLINE.
JUST 17% IS SPENT
MEETING WITH
POTENTIAL SUPPLIERS.

Gartner



**IT'S HARDER THAN EVER TO
EARN YOUR BUYER'S ATTENTION
AND HARDER YET TO CONVERT
TARGETED PROSPECTS INTO
BUYERS ESPECIALLY IF YOU'RE
NOT WHERE THEY ARE.**

**67% of the Buyer Journey
is done digitally**

SiriusDecisions

When influence is paramount to gaining mind share and market share, growth marketing is no longer an afterthought for partners. It's now a must-have business priority.

**75% of world trade flows
through indirect channels**

Forrester

With $\frac{3}{4}$ of buying decisions going through channels, there's a massive revenue expectation coming from the channel.

**Only 17% of the time in your
customer's buying cycle is spent
with a traditional selling team**

Forrester

Clearly, the days of growth expectations resting solely on the shoulders of Channel Sales are over.

**ARE YOUR PARTNERS
READY TO SUPPORT
BUYERS THROUGHOUT
THEIR DIGITAL JOURNEY?**

MANY BRANDS HAVEN'T CORRECTED COURSE

If you and your partners are not connecting with potential buyers where they are researching, you are at an immediate selling disadvantage.

In order to deliver the customers you want, your channel sellers must be equipped with exceptional insights, social selling tools and clutter busting marketing campaigns – all of which is too often reserved for only direct sales teams.

HOW DID WE GET HERE?





THE EVOLVED CHANNEL

Going to market through channel partners has always been an attractive strategy. But with 75% of global trade flowing through indirect channels, the competition for channel revenue and growth grew fierce, leading to:

- More partner types than ever before
- More channels for selling and transacting than ever before
- More options for buying and transacting than ever before
- More channel technology than ever before

CHANGE FORCES EVOLUTION. AS A RESULT, CHANNEL PROGRAMS ADAPTED TO KEEP UP WITH NEW MARKET AND NEW BUYER EXPECTATIONS.

AND EVOLVE, CHANNEL PROGRAMS DID — IN BOTH SIZE AND COMPLEXITY.

Modern channel programs typically manage over 90 ELEMENTS to support partners through marketing, selling, customer acquisition, and retention.

Running a program that relies on managing 90 moving parts* that don't seamlessly work together creates a poor experience for your partners, who pass that experience on to buyers. Why is this a big deal? We're now operating in a world where customer experience trumps all.

90 IS NUTS!

**Forrester*



IN THE PROCESS, CHANNEL ORGANIZATIONS HAVE EXPERIENCED AN EXPLOSION OF TOOLS AND TECHNOLOGY IN AN EFFORT TO MANAGE THE COMPLEXITY AND SUPPORT PARTNERS.

As a result of the convergence of tools, technology and new processes, the channel became a complicated experience for partners and most certainly for buyers.

Channel leaders were so (understandably) laser-focused on revenue and growth that when the power shifted from SELLERS to BUYERS they weren't ready – and they're still catching up.

Strategy & Design

Coverage mapping
Benchmarking
Communication

Find & Recruit

Content & messaging
Validating Qualifying
Pipeline ABM
Partner portal

Incent

Tiered program
MDF
Deal registration
Visibility

Co-Sell & Co-Market

Marketing metrics Through-partner
To-partner With-partner CRM integration
Content sharing

Manage & Report

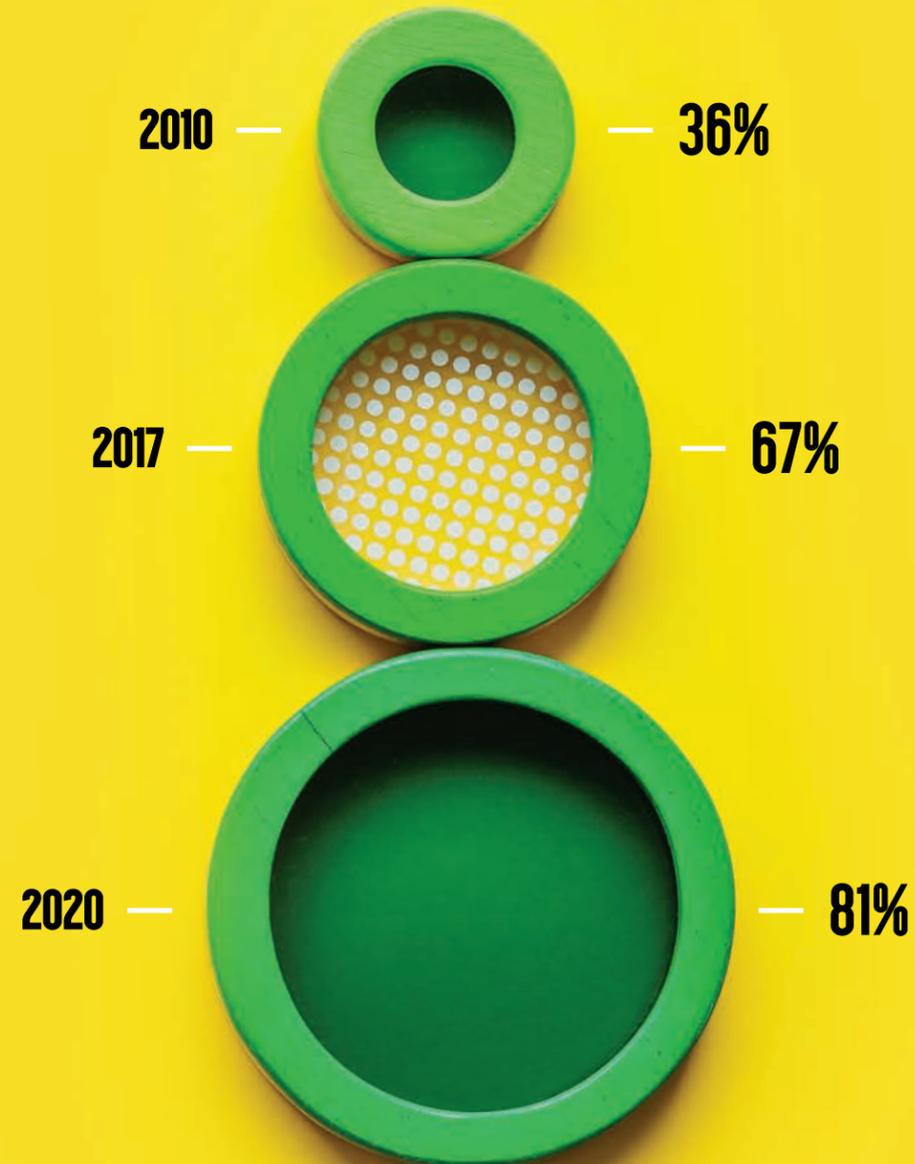
Program management
Closed loop lead mgt.
Partner scorecards
Executive dashboards
Predictive analytics

Enable & Develop

Onboarding process Education
Training Certifications
Partner playbooks Partner nurturing
Lead passing



% brands primarily competing on the basis of customer experience



CUSTOMER EXPERIENCE IS THE NEW DIFFERENTIATOR

Setting your brand apart is more than just about the product or service. It's often about the offering. The engagement. And it's most certainly about the buyer experience.

In 2010, just 36% of companies competed primarily on the basis of customer experience. In 2017, the level of influence that customer experience has standing out from the competition nearly doubled to 67%.

In 2020, Gartner predicts that 81% of brands will compete primarily on the basis of customer experience.

Why? Competition increases daily. The new digital norm is a world of products and companies with faster go to market execution than ever before. The experience you can give buyers and customers is THE new differentiator.



PARTNERS ARE BRAND AMBASSADORS

When we run our channel with a focus on buyer experience as the competitive differentiator, partners are no longer just sales people. They become brand ambassadors, complete with all of the marketing, selling and business know-how you uniquely deliver.

To reach buyers in a sea of sameness marketplace, we must unapologetically be obsessed with improving and enriching the buyer experience through our partner brand ambassadors.

In other words...

... AN OBSESSION WITH BUYER EXPERIENCE STARTS WITH AN OBSESSION WITH PARTNER EXPERIENCE.

ENTER ZIFTONE

Our obsession with the channel is why we built ZiftONE.

Instead of stopping our work at the partner level, we turned the outdated channel model on its head to connect buyers to brands through partners.

To bring attention to the buyer by supporting partners as empowered sellers, you focus not just on finding partners – but also on building an ecosystem. This channel ecosystem brings together traditional, transacting partners as well as new, non-transacting partners that are carrying more weight in the modern channel.

Consolidating your channel intelligence and data from all the systems you and partners use today into a single source of truth makes it possible for you to then give your partners the best experience. From there, your partners can focus on providing the same experience to buyers.



WINNING BRANDS FOCUS ON EXPERIENCE

Yours.
Your partners'.
Your buyers'.



YOUR EXPERIENCE

ZiftONE draws your focus to full visibility into the channel-driven pipeline: where is it coming from? Who is creating it? How can you activate a larger part of your partner community to do the same?

The solution supports understanding marketing's true impact on pipeline growth, deal acceleration, and business / sales outcomes – all while shifting focus from potentially deceiving vanity metrics like clicks, opens and conversion rates.

ZiftONE completes your understanding of the life of a deal from the first point of marketing contact to closed won with attributed data. When you are able to connect leads and registered deals to outcomes, everyone wins. You. Your partners. Your buyers.

PARTNER EXPERIENCE

The partner's experience focuses on growing their brand alongside yours as they reach, support & retain customers they might not otherwise engage. You curate their experience through a beautiful, personalized portal – complete with marketing playbooks, sales playbooks, training materials, marketing campaigns and so much more.

The experience both delights and excites partners as they sell and market across every stage of the buying journey.

BUYER EXPERIENCE

Delighted partners deliver delighted customers by building relationships that are essential to winning and keeping customers. By equipping partners to build reward, rich, customer-focused journeys, all parties win: the brand, your buyers and your partners.



SO HOW DO YOU EQUIP PARTNERS TO DELIVER THE ULTIMATE BUYING EXPERIENCE?

At Zift, when we think about creating the best partner experience, we think about four areas:

Building Experience

All-in-ONE platform
Partner experience portal
Partner enablement
Automated lead & deal management
Marketing & sales reporting
Sales management tools
CRM connectors

Expanding Experience

Global partner expansion
Developer workbench
Partner CRM integration
Channel Center of Excellence (CCOE)
services & consulting
ZiftONE Marketplace

Streamlining Experience

Micro-segmentation
Built-in, continuous training
Sales & marketing playbooks
Out-of-the-box connectors

Measuring Experience

70+ easy-to-read dashboards
Data as an asset
ROI reporting
Deal lifecycle management
360° MDF reporting
Benchmark reports



LET'S TURN HEADS

Zift will partner with you to create a brand experience that allows you to connect all your partner marketing activities to sales outcomes in ONE source of truth; to continuously analyze and make data-driven decisions; and to drive your channel success, with engaging and unique buyer experiences created by the partner.

In the era where experience trumps all, the successful channel is built on the premise of not only accelerating growth for all parties – but also on building mutual success for you and your partners. Win-wins. These outcomes are only possible when partners are equipped to meet the demands of empowered, educated buyers. Prepare to outsell competitors. Prepare to increase lifetime customer value to accelerate business growth and profitability.

A solution for your partners that not only works, but looks good doing it. [Let us show you how.](#)

ABOUT ZIFT SOLUTIONS

Zift Solutions is the Enterprise Channel Management leader, delivering the people, processes and technology organizations require to drive channel success. Zift boosts channel partner program productivity, and profitability by automating and aligning marketing, sales, and operational processes. The [ZiftONE](#) platform integrates seamlessly with established systems and infrastructure to speed time-to-sales, create an exceptional partner experience, and provide faster ROI.

To learn more, visit www.ziftsolutions.com, follow us on [Twitter](#) and [LinkedIn](#), and join the conversation via [Channel Chatter](#).

