

Indirect Sales Model-Channel Development

Requirement	Measurable
Defined channel model	<ol style="list-style-type: none"> 1. Channel type- Rep, Principal, Distributor etc. 2. Product/service mix (synergies/conflicts/competition) 3. Marketing support 4. Lead generation 5. Process flow charts 6. Standard operating procedures 7. Committed partnership agreements
Packaged offerings	<ol style="list-style-type: none"> 8. Defined product/services- deliverables 9. Sales collaterals 10. Financial terms/conditions. 11. Pricing model 12. Commission payouts
Defined industries-geography	<ol style="list-style-type: none"> 13. Geography 14. Industry 15. Territories
Sales process	<ol style="list-style-type: none"> 16. Transactional vs Complex 17. Targeted Decision Makers 18. Fit Assessments/Sales Engineering 19. Proposals/Presentations 20. Closing
Sales management	<ol style="list-style-type: none"> 21. Motivating 22. Coaching 23. Accountability 24. Pipeline Management 25. Sales meetings 26. Performance Metrics