|  |  |
| --- | --- |
| CHANNEL  ENGAGEMENT QUESTIONNAIRE |  |
|  |  |

|  |  |
| --- | --- |
| ENGAGEMENT QUESTIONNAIRE | 1 |
|  | A close up of a sign  Description generated with very high confidence |

This questionnaire is designed to help guide the discussions with your channel partners. Engagement is where you define the processes for how the channel partners interact with your company, prospects, and customers. The questionnaire has three sections: corporate partnership, prospecting, and sales.

|  |  |
| --- | --- |
| CORPORATE | |
| Define successful outcomes for the partnership | |
| Are there goals and objectives defined to govern the partnership? |  |
| What is the frequency of joint strategic planning sessions (Annual, Quarterly, Monthly)? |  |
| Is the joint go-to-market sell-to, sell-thru, and/or sell-with? |  |
| Does a tiered structure exist where top partners have incentives unavailable to other partners? |  |
| PROSPECTING | |
| Fill the sales funnel with enough opportunities to make the revenue goal. | |
| Does joint prospecting existing with the partner containing co-branded collateral? |  |
| Is there a clearly defined use of appropriate Marketing Development Funds (MDF)? |  |
| What percentage of leads in your pipeline are partner generated? |  |
| How do we track metrics that indicate success and/or failure of the prospecting process? |  |
| SALES | |
| Deploy a joint sales process tailored to how your buyers want to buy to improve win rates and deal sizes while shortening the sales cycle length. | |
| Does the sales team to adopt the sales process and work jointly with the partner? |  |
| Are there dedicated personnel from your company and the partner incented to deliver a target? |  |
| Is technology implemented to create visibility for your sales force and the partner to collaborate on opportunities? |  |
| How are we going to track metrics that indicate success and/or failure of the sales process? |  |

For the complete “How To Make Your Number in 2018, SBI’s 11th Annual Research Report” go to [www.salesbenchmarkindex.com.](http://www.salesbenchmarkindex.com/) Copyright © 2018 by SBI. All rights reserved.

CHANNEL ENGAGEMENT

QUESTIONNAIRE