



Product & Service Overview



What is a Channel Summary Engagement?

A best practices plan that enables a company to quickly optimize the channel sales process and reduce business risk. This is a joint exercise where Alliance Group International and your organization engage, to review critical business areas associated with generating channel sales revenue, to identify leakages and areas to be improved. We focus on:

- Defining and validating your channel sales vision
- Identifying sales leakages and failure points
- Developing a comprehensive go to market roadmap
- Establishing clear metrics and success measures
- Leveraging best practices to generate more new revenue

What is the value of a Channel Summary Engagement?

This engagement sets your organization up for success. We validate the processes that are working efficiently and identify areas of improvement. We are focused on optimal performance of the entire channel sales process. We bring to your organization:

- 3rd party expert perspective and objectivity built into all recommendations
- 18 years of channel sales best practice
- Proven revenue models and roadmaps that reduce risk
- Unique channel solution plans are based on each company's scenario
- Channel sales and marketing processes are optimized

How do we engage?

Here's how we work with your organization and the channel:

- AGI requests specific information and reviews
- AGI submits prioritized series of steps and timelines
- Information and documentation review
- AGI executive(s) at client site for executive interviews
- AGI conducts partner interviews
- AGI team reviews and collaborates on information gathered
- AGI shares initial findings and receives additional client input

Deliverables:

- AGI submits draft report and recommendations
- AGI submits prioritized next steps, road map and roll out timeline

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