



### Product & Service Overview



#### **Tools & Revenue Generation Programs for Channel Sales Improvement:**

When Alliance Group International uses the term Revenue Generation Programs we are defining the “go-to-market” programs that achieve channel sales revenue goals for your organization. We make it our challenge to help our clients optimize their channel performance in the areas they need help. We have highly refined processes and models developed over the past 18 years focused in three main solution areas: I. improved channel sales performance, II. channel recruitment and III. channel development services.

### **I. Improved Channel Sales Performance**

#### *The Channel Cry....Make My Phone Ring!*

We are most often asked for our expertise in the area of Improved Channel Sales Performance. The reason for this stems from the fact that the weakest link with most channel partners, is in the planning and execution of marketing and sales outreach programs focused on your products and solutions.

We see this failure point frequently and have learned that it happens due to lack of channel partner resources to create and execute the demand generation programs that will make their phone ring and open doors. The reality is that if there are no sales opportunities coming in on your product, their sales force will not be selling it. It's important to remember that channel partner sales teams' time, tends to be split among multiple product lines. Your company is competing for their time as well. You must overcome these obstacles by offering the best and simplest channel partner programs that lead to a sale. They must be easy to use, fast and MDF fund friendly.

The ability to plan and execute these turn key partner programs, will determine the success of any channel partnership your organization forms. On the other hand, this is a critical opportunity for your organization to become a key strategic partner by supplying the necessary coop resources and expertise. We can help your organization succeed in channel partner sales success. Our channel sales improvement solutions are:

#### **Step 1 – Project Plan & Reseller Profile**

This activity focuses on your objectives for the channel. We create/implement a detailed project plan built around the ideal reseller profile. We define channel challenges and the programs necessary to support the resellers in their efforts to sell your products to include revenue and margin models.

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### Step 2 – Point Programs for Revenue Generation

We execute targeted demand generation partner programs that zero in on producing revenue driven results and metrics. The goal of the Point Program is to develop a winning business model that supports and reinforces partner success. This program highlights the cost effectiveness and increased sales by deploying and executing Alliance Group International's channel integration model.

- Formulate strategy around new business revenue requirements
- Calculate sales lead requirements to achieve revenue goals
- Carry out the appropriate sequence of direct marketing touch communications
- Initiate relationships, then evolve them from “suspect” to “prospect” to “qualified-prospect leads” at the volume required to achieve sales goals, at the lowest costs
- Develop power flow identification at parent (corporate), divisional and site level
- Map decision makers, influencers, titles and functions
- Identify short, mid and long term sales opportunities and initiatives
- Route, track and manage the qualified sales opportunities through closure
- Tactical reporting and benchmark setting
- Analytics for best practices identification

### Step 3 – National Rollout for Revenue Generation

Scaling the successful outcomes of Point Programs either regionally or nationally with best practices is the key to long-term channel success. All too frequently an organization can develop a program that is not scalable. Alliance Group International's strength is its ability to understand from both the client's and the partner's perspective the potential roadblocks inherent in larger scale rollouts. Our best practices model streamlines the pathway to revenue for our clients.

### **AGI approach key differentiators:**

- Customized go-to-market programs planned and executed based on your revenue needs
- Partner programs run on behalf of the OEM and each partner by name
- We develop the optimal “marketing-through-sales” process for each client
- We lead the best prospects through the process
- The AGI “Touch Wave” approach results in higher end user contacts rates, higher sales opportunity conversion rates and higher field sales close rates by the resellers when compared to traditional lead generation approaches:
  - AGI has developed the ultimate combinations of process, people and direct marketing technologies that achieves new business qualification rates of 12-36% vs. 5-8% of competitors to raise the bar

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- AGI programs integrate your marketing calendar with the right combinations of direct marketing tools and messaging for optimal results:
  - Database/list, email tools, call center IB/OB, direct mail, digital marketing, lead management, tactical reporting and program analysis



### What is the value of an AGI Channel Program?

Customer acquisition through the channel is like striking Gold! AGI programs add more gold to your new business portfolio. Alliance Group has cracked the code on a new and unique methodology for new customer acquisition. Using AGI on your prospective campaigns will allow your channel sales partners to achieve project win rates that are higher than the current methods on the market today, guaranteed. You will receive:

- Optimized sales revenue generation from new target markets and accounts
- Increased sales opportunity yield from fewer prospects interviewed
- Sales leads created with brand preference in your favor
- Increased field sales close rates from the leads generated via this process
- Visibility into the touch process metrics for better funnel management
- Any deficits in the process are identified and corrective steps taken

### How do we engage?

- Establish the plan and methodology around your revenue goals
- Select key vertical markets and target organizations
- Review positioning, messaging and communications tools
- Develop the go-to-market touch plan and tactics
- AGI uses a comprehensive implementation process for each program
- Database review and parse
- Data supplementation
- Perform in-depth research to map pertinent corporate and divisional contacts
- Execute the go-to-market touch plans to interview, qualify, and archive pertinent profile data that will enhance your database
- Discover pain points, priorities, budgets and initiatives
- Fulfill relevant literature and materials to educate prospects on the solutions
- Lead routing, tracking and management through the sales process
- Track marketing campaign effectiveness

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### Deliverables:

- Planning:
  - Best practices roadmap and program documentation
- Execution:
  - Systems infrastructure set up and development
  - Knowledge transfer to AGI team
  - All functional data collected, mapped and archived in your smartbase
  - Increased inquiry and awareness flow
  - Qualified sales opportunities generated in new target markets and accounts
  - New contacts incubated into future sales opportunities over time
  - Sales lead status tracked and measured through sales process and closure
- Management:
  - Daily account management
  - Weekly reporting, benchmarks and course corrections
  - Prospect pipeline report
  - Periodic ROI analysis and recommendations
  - Technology edge
    - Lead management tools
    - Digital emarketing tools integrated with call center
    - On-line marketing & Search Engine marketing tools





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## II. Channel Recruitment

A key to achieving the channel sales revenue plan is to have balance. The right number of channel sales partners actively selling your solutions and hitting their sales forecasts. Your plan can face imbalance and fall short, if your partner stable is too low in quantity or if they are not actively attempting to promote and sell your products. It is clear that that you need the right partners and the right number of them in your portfolio.

By developing and working with many different organizations in recruiting campaigns AGI has created a Guaranteed Six Step Process for the most time and cost effective recruitment model.

### Step 1 - Reseller Profile

- We obtain agreement on the channels strategy and refine accordingly the working profile for a client reseller.
- We interview potential resellers to obtain their input and agreement on your reseller profile definition.
- We review the profile with our client management to ensure compliance with your objectives.

NOTE: This profile will be used to recruit resellers early in the project. We will continue to revise this profile as the project proceeds.

### Step 2 - Reseller Support Programs

- We define the programs necessary to support the resellers in their efforts to sell your products. This will include contracts, co-op marketing program, inventory requirements, demo kits, sales kits, sales training, and lead generation.
- We review existing programs and materials already developed by you and identify what can be used without modification.
- We further specify additional programs or materials required.

### Step 3 - Reseller Recruitment Strategy

We design a hard-hitting program to interest, qualify and sign up committed, capable resellers for our client. This program will include activities such as telephone recruitment, direct marketing, special promotions and face-to-face presentations and demonstrations for qualified candidates.

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### **Step 4 - Initial Reseller Recruitment (Test)**

Early in the project, we conduct a focused test of the reseller recruitment program. The test will most likely be conducted in a concentrated geographic area (i.e., the state of California). The purpose of this test will be to verify the validity of our reseller profile, reseller support programs and/or our recruitment strategy itself. This step will allow the further benefit of bringing short-term results (in the form of active resellers).

### **Step 5 - Nationwide Reseller Recruitment**

Upon completion of the Reseller Recruitment in Step 4, we launch a nationwide reseller recruitment program, unleashing the techniques proven during initial step on the North American reseller base. The benefits obtained by refining our approach before an all-out attack will be to maximize the chances of success while ensuring that the use of budget dollars is well justified.

### **Step 6 - The Next Twelve Months Channel Marketing Plan (optional)**

As soon as we have verified our assumptions on the reseller and begin to get a feeling for the attainable size of your reseller channel, we recommend supporting programs and tools for this channel. This will be done in a tactical marketing plan with events and budgets for supporting you in cooperation with the client marketing.





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### III. Channel Development Services

Organizations retain Alliance Group International to create the core documents required to create the channel plan and channel model and/or all infra-structural aspects that comprise the welcome kit, partner application in addition to the web hosted partner experience. Clients engage with Alliance Group International to execute against elements of the following:

#### Program Overview

- Definitions
- Channel Model

#### Components

- Introduction Letter
- Partner Requirements
- Partner Benefits
- Partner Change Form
- Partner Success Story Form

#### Partner Application Process

- Introduction & Instructions
- Partner Application

#### Partner Presentation

- PowerPoint for Partner Recruitment

#### Market Tools

- Datasheets
- Brochure
- Pocket Guide
- Whitepapers
- Competitive Information
- Mailers
- Electronic Fulfillment

#### Co-Op Marketing

- Policies & Guidelines
- Planning Documents
- Approval & Claim Submission

#### Events

- Event Strategies
- User Groups
- Pre, During & Post Event Strategies

#### Voice of the Channel Surveys

- Establish Target Groups
- Determine Key Measures
- Design Survey
- Execute Survey
- Data Analysis

### Conclusion

The implementation of best practices will profoundly affect your channel performance regardless of your current stage. We have helped over 150 organizations execute against their strategic and tactical channel goals. We can leverage your efforts and help you generate revenues that position your organization for success in the challenging world of channels.