

CHANNEL READINESS ROADMAP

STEP	KEY OBJECTIVE	OUTCOMES	BUSINESS VALUE
1	Increased Revenue	<ul style="list-style-type: none"> Revenue & profitability goals Channel mix to support above Channel option attractiveness 	Channel definition, selection and mix are key determinates to success. Target market clarity by channel minimizes both conflict and confusion on channel results. Determination of target market potential and investment requirements assure both meeting time to revenue and profitability goals.
2	Partner Identification & Recruitment	<ul style="list-style-type: none"> Profile of preferred partner by channel initiative Potential partners identified Partner value proposition defined Recruitment goals defined 	The preferred partner profile determines the number of potential partners and the channel development and recruiting investment effort required. Furthermore, a recruitment plan with goals and timelines can be created. A compelling business value proposition and partner development plan are necessary to assist in these recruiting efforts.
3	Channel Management Preparedness	<ul style="list-style-type: none"> Assessment of current sales management practices and processes in 21 key areas Action steps to resolve gaps Channel Management & Partner Development Tools 	A consistent channel management capability is fundamental to achieving high performance partners and time to revenue. Our 21-step review process uncovers the areas of channel management that can be improved to increase sales team productivity.
4	Channel Manager Preparedness	<ul style="list-style-type: none"> Assessment of channel team's capability to manage to recruit, retain and develop effective partners. Action steps to resolve gaps 	The ability of your channel team's ability to manage the three components of their role (recruit, develop and retain partners) is a critical competitive competency that continually needs to be developed. Assessing their competency & potential to execute will determine what and who to focus on.
5	Channel Go To Market Plans	<ul style="list-style-type: none"> By channel and/or vertical target market within a channel, Go To Market Plans 	Refer to the LCG Go-To-Market Planning Roadmap. Each channel and/or vertical requires planning and preparation to identify the target buyers, economic pains, value proposition, sales tools, etc. In some cases existing direct or channel sales & marketing tools can be re-used or modified.