



A Whitepaper from the World's Leading PRM Specialists, RelayWare

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White Paper

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Deal Registration Programs - Steps to Success

Converting vendor generated demand into sales opportunities that can be managed and ultimately closed by channel partners / resellers / dealers most suited to close them has got to be one of the most basic initiatives to get right.

Why? Because most vendors spend a great deal of money on marketing but, when you go to market through an indirect channel it can be extremely difficult to assess whether you are seeing a reasonable return on your investment. That's because in general, you don't talk to the customer and you consequently do not know why they chose to buy your product. Lead management programs are an essential part of converting vendorinitiated sales opportunities into sales leads for their partners.

Providing channel partners with a means to register and track their own deals or leads with you is an excellent way not only of capturing partner-initiated sales leads but also of developing a holistic sales pipeline and forecasting process whilst minimizing channel conflict and potentially rewarding partner loyalty and transparency. Many vendors already operate such programs but many fail for a variety of reasons:

- Lack of publicity
- Lack of incentive for the partner
- Inconsistent vendor behaviour, disregard for incumbency and/or customer preference leading to greater channel conflict
- Partners able to register deals regardless of incumbency or customer relationship
- No win – no reward for the registrant regardless of whether the vendor wins the deal or not

This guide will help you to avoid the pitfalls and structure a successful program.

Common Criticism of Deal Registration Programs

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The most common complaints from partners include:

- Registration rules and process are too onerous and time consuming
- Poor response times from the vendor
- Lack of incumbency protection
- Poor or no rewards for registration
- Limited safeguards to protect against channel conflict
- Vendor interference or worse, opportunity poaching by direct sales force
- No reward for deals lost to channel competition