

6 Mistakes Vendors Make with Partner Programs

Many vendors aren't seeing the results expected from their well-intentioned channel partner programs, even after considerable time, effort and expense. Look out for these common mistakes vendors make so you can build a channel partnership that benefits everyone.



1. Through-Partner Materials That Aren't MSP-Friendly

Most MSPs don't have their own internal marketing resources. Help MSP partners build awareness and generate interest with through-partner marketing campaigns and sales assets. White-labeled marketing and sales materials like email, social media, sell sheets and contract proposals go a long way toward helping MSPs close deals.

2. Unclear Value Proposition

Vendors often make the mistake of assuming MSPs understand their product well enough to successfully market and sell it. Remember, most MSP owners are more technically minded. Make sure your MSP partners know the value of your product and how it's unlike the competitors on the market



4. Set It and Forget It Mentality

Don't make the mistake of thinking you've built it and they will come: end of story. Any good program, whether it be a disaster recovery program or a channel partner program, deserves ongoing examination and improvements.



6. Lack of Understanding MSPs

Many vendors simply don't understand the MSP business model and understandably don't offer what MSPs really need. Take the time to get to know MSPs and their pain points. If you're not sure what your partners need to be successful, just ask.

5. Choosing Non-Ideal Partners

Vendors have a variety of channel partners to choose from, and some will fit better than others. If you haven't gone through the practice of identifying your ideal partner, do it. You could be wasting time with partners unsuitable to your business.



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