

RECRUIT TO REVENUE

As buyer journeys continue to evolve, your partner ecosystem must adapt to the changing landscape. Let us help you elevate your partner experience and accelerate time to revenue.

RECRUIT



ASSESS

We give you an honest assessment of your current partner journey



PRO TIP

Data fuels every interaction from recruit to ROI



PRO TIP

Focus on what's in it for your partner

IDENTIFY

Our consultative, data-driven approach helps you identify the right partners



ATTRACT

This data fuels our partner ABM, with custom content centered on partner value



PRO TIP

Speak to specific personas and industries



PRO TIP

Build behavior-based journeys

We design gamified partner journeys that lead them on a path to success



ENABLE

Did you know 80% of recruited partners never activate? Our methodology keeps them engaged



ONBOARD

Congratulations, you've successfully recruited the right partners! An important milestone but not the destination



ENABLE



PRO TIP

Track and learn from every partner engagement

GROW

ACTIVATE

Our co-marketing experts help you and your partners generate customer demand to extract the full value from recruit to revenue



EXPAND

Our full suite of TCC offerings ensure partners capture value in the partnership at every stage of the journey



Let's setup a meeting with one of our Channel experts today!

THE CHANNEL CO.