# CGS®

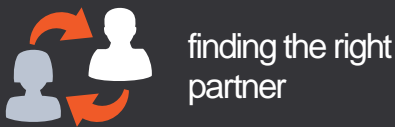# 7 WAYS THAT CHANNEL PARTNER ENABLEMENT STRATEGY IS DRIVING SALES IN 2018

In 2018, Channel is evolving. To gain a clearer picture of the trends, challenges and opportunities that drive today's channel partner enablement programs, CGS surveyed sales, marketing and channel executives across multiple industries to gain their insights on the future of Channel sales.

Here is what we learned about our survey respondents' current status of their channel programs.
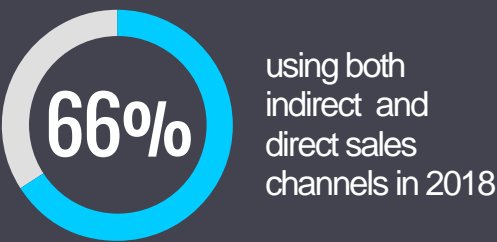
TOP CHANNEL PARTNER PRIORITIES

54% Activation & Training

27% Engage, Enable & Scale
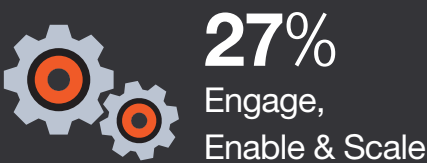
9% Strategy

Despite high satisfaction levels, companies face the biggest challenges in the areas of:

- education and effective enablement
- finding the right partner

But, there are also opportunities and business leaders cited these as their top:

- high demand for complete solutions and professional services provided by / sold thru the channel
- cloud/XaaS, building bigger footprint.

Other strategies companies are looking to execute in 2018 and beyond:

66% using both indirect and direct sales channels in 2018

NUMBER OF PARTNERS IN YOUR PROGRAM

12%	16%	16%	44%
2,500-5,000	Over 10,000	500-1000	Less than 500

SATISFACTION LEVEL OF PERFORMANCE

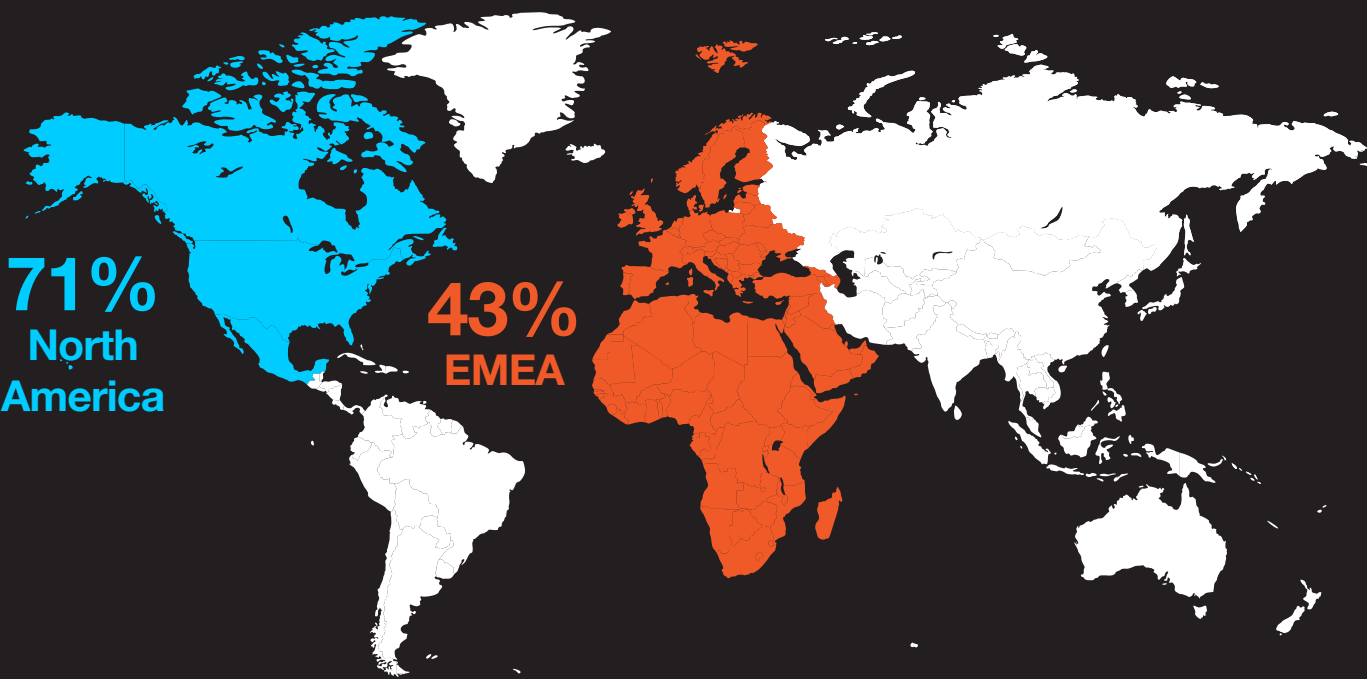Are the respondents satisfied with their current program?

48% Fair
Meeting some goals and/or targets
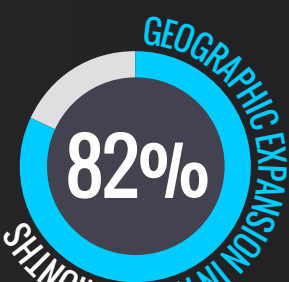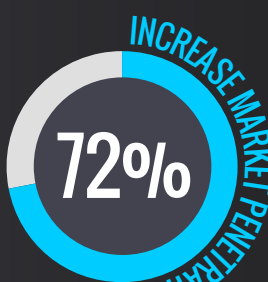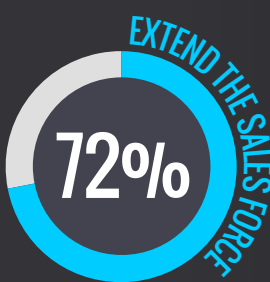
29% Good
Meeting goals and targets

23% Excellent
Exceeding goals and targets

TOP REGIONS SELECTED BY COMPANIES LOOKING TO EXPAND

71% North America

43% EMEA

WHY USE AN INDIRECT SALES CHANNEL?

54% INCREASE SALES

72% EXTEND THE SALES FORCE

72% INCREASE MARKET PENETRATION

82% GEOGRAPHIC EXPANSION IN NEXT 12 MONTHS