



25 STATS AND CHARTS ON THE BUSINESS IMPACT OF CHANNEL ENABLEMENT PROGRAMS

Channel sales can be a major source of revenue but over 20% of enterprises don't even know what percentage of their channel partners meet or exceed target revenues.¹ Tracking is essential and so is partner enablement. Customer expectations are changing: decision-makers expect superior customer service and support before, during and long after the sale.

We're sharing 25 tips on what the best-performing company vendors do to support their channel programs.

TOP 3 SALES OBJECTIVES OF B2B LEADERS²

Increase sales effectiveness

Increase penetration into accounts

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FORECASTS FOR DEAL OUTCOMES:

Opportunity win rates are less than 50% even though B2B buyers are typically 57% of the way to a buying decision before actively engaging with sales. How do opportunities ultimately break down?²



WHAT'S HAVING THE BIGGEST IMPACT ON SALES?²



CHANNEL SALES FACTS AND STATISTICS



Training and Coaching are Crucial:

Only 35% of companies have effective coaching and development for channel salespeople.²



COMPANIES ARE NOT OPTIMIZING CHANNEL PERFORMANCE



Of companies say that top 20% of their channel partners are generating over



70% of all channel revenues.¹

How Many Channel Partners Meet or Exceed Expectations?¹



COMPANIES WHERE OVER 50% OF PARTNERS ACCOMPLISH THEIR REVENUE TARGETS¹



For more tips and expert advice on scaling your channel for success, click here to learn about our channel enablement services.

Sources: ¹ CSO Insights ² SalesForce ³ SMA

