

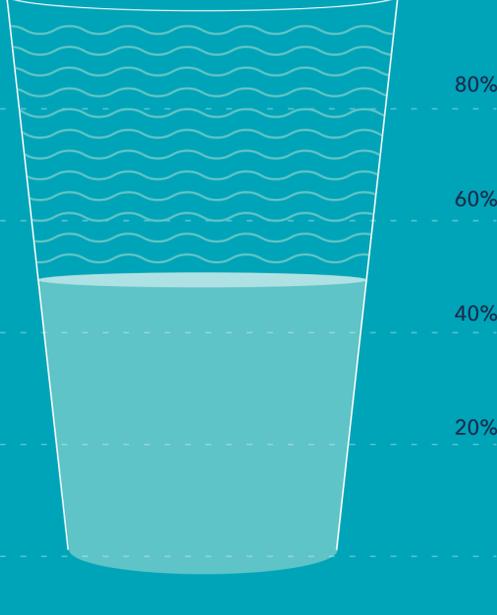
## Is Your Sales Strategy Glass 80/20 Full?

In business, roughly 80% of revenue comes from 20% of partners. Sales execs working to hit targets put a lot of focus on this narrow band of partners.

**We predict that this trend is about to be disrupted. Why?**

Because accepting this approach can put your growth strategy at risk as AI, digital strategies and technology transforms sales playbooks. *As you prepare your sales strategies, let's discuss how to break the 80/20.*

Under the 80/20 rule, for every **1,000** partners a vendor has, approximately **only 200** are contributing to sales quota retirement.



However, they actually need contributions from another **40% of the base just to get above 95% of plan.**

When companies fall into this trap, they continually come up short on their sales results as this champagne glass effect demonstrates.

Channel Chiefs try to bridge this gap by heavily discounting deals to pull them forward for recognition in the current sales period - **this creates and endless loop.**

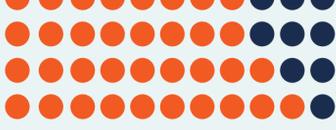


Over time, the **80/20 rule often becomes more of a 90/10 reality** due to a heavy focus on large partner accounts, overselling the existing base, and other market changes such as M&A activity, technology changes etc.



While it's an important component of the channel marketing strategy, an interactive human touch is still necessary to create lasting partner relationships.

**78%** of business buyers seek salespeople who act as trusted advisors with knowledge of their needs and industry<sup>1</sup>



**78%** of customers expect to solve complex issues by speaking to one person.<sup>2</sup>



Inside SDR teams often do not have the experience to fully **understand the partner's business needs** and the full opportunity available to the vendor.

## Is your channel strategy execution delivering a full glass of sales success or is it only aligned to deliver against a little more than 80% of sales plan?

The reality is you need more active, productive partners armed with the data and strategy needed to deliver! And, you probably do not have the time or budget to plan, hire, train, and manage a larger network - **so what if there was another way?**

CGS clients typically enjoy incremental annual sales growth of 30% from the partners we recruit, enable and manage on their behalf - our average client tenure is

**9 years.**



Imagine what your sales results would look like if **80% of your partner base climbed from 20% revenue contribution to 50-60%**. This is what a channel enablement solution from CGS will accomplish for your organization. We deliver a comprehensive service based on proven strategies and have the client reference points to prove it.



Let's have a conversation about your channel objectives and the strategies we can use to crush your targets.

<sup>1,2</sup> Third Edition, State of the Connected Customer, Salesforce Research