Get More from Your Channel with Seamless Partner Management
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INTRODUCTION:
Get More from Your Channel with Seamless Partner Management

Businesses today move faster than ever. To keep up, companies both big and small rely more than ever on their channel. Sales partners can help you scale and maximize your existing business lines by extending the footprint of your sales force. They can provide a way in to new markets, regions, and industries you wouldn’t otherwise reach.

Build strong partner relationships and you’ll gain a thriving channel and huge competitive advantage. But as everyone knows: Relationships become complicated without an effective way to manage them.

At first it can seem simple: Leads pass through email and deals reach the finish line. But as your channel grows, communication and transparency slip, partners grow frustrated, and leads go cold. With critical information in fragmented systems, you lose productivity and your ability to work together.

You can solve these problems for you and your partners with a single system that brings together all your critical information – alongside new ways to collaborate and be productive. Sales Cloud PRM – partner relationship management – can provide seamless partner management to turn your channel into a pillar of business growth.
PRM Makes Partner Selling Easier than Ever

What are all the resources that partners need to be as successful as possible? We can think of a few:

- Onboarding tools to get partners up to speed on your products, pricing structures, selling processes, and the goals of partnership.

- Educational resources, including training modules and certification tools, that turn average partners into evangelists.

- Co-selling tools, including lead registration and access to a current sales pipeline.

- Co-marketing tools to jointly manage marketing development funds, campaign budget, and tracking ROI.

- One place to find all the help and support partners need from product experts.

- Up-to-date analytics and easily accessible key metrics to ground all business decisions in data.
Help partners sell like your own reps.

Partners often manage multiple vendors – not just you. So how do you win and keep your partners’ attention? By providing them with an effortless experience, instant access to information, personalization, and one-to-one engagement. Meet partners’ goals in these areas and they’ll focus their energy on selling your product or service.

Partner Relationship Management (PRM) creates a bridge between two companies, linking joint business planning, shared pipeline, shared analytics, shared resources and more, all in one easily accessible, fully mobile and branded location.

With Sales Cloud PRM, you can seamlessly integrate the entire partner lifecycle and even third-party systems into one secure platform. When everything your partners need for success is accessible in one place, partners can sell like your own reps.
As the world’s sixth-largest software company, with a customer base of 500,000, VMware is a powerhouse in the data center world. To drive new business, VMware relies on a vast partner network – in fact, 80% of the company’s revenue comes through channel partnerships.

To create a one-stop hub for its partners to access everything they need to learn about VMware solutions (and how to market and sell these solutions), VMware tapped into the power of Sales Cloud PRM. VMware launched a partner community to support its entire partner ecosystem. The community – with over 1,000 landing pages, 8,000 widgets, and over 5 million documents and multimedia assets – is truly a single, self-service point of contact for anything a partner needs to be successful.

Now VMware partners have a completely streamlined experience, including partner training, support, sales, and marketing tools, to help them drive demand for VMware solutions and unlock bigger deals.
Arm Partners with the Resources They Need in a One-Stop Shop

When it comes to choosing vendors, your channel partners have plenty of choices. You can rise above the competition by being known as a vendor who makes it easy for partners to sell smarter and faster.

Start by helping your partners make the most of their time. If they have to access multiple channels to learn how to sell your products, register a deal, or submit a quote, you’re adding precious hours – or even days – to the sales process. Such delays lead to lengthy sales cycle times, decreased rep productivity, and deals lost from quoting delays.
Your partners need a one-stop shop for success – that’s where Sales Cloud PRM can help. Within Sales Cloud PRM, partners can access all of the information they need to build customer relationships and close deals.

But not every answer is written down, which is where collaboration becomes key. With Sales Cloud PRM, partners can easily identify the right experts and communicate with them on the PRM platform.

Working from anywhere, partners can access Sales Cloud PRM from their mobile devices to contact experts, view files, or ask questions – anything they need to provide a quote or close a deal.

By completing every step in the sales cycle within Sales Cloud PRM, deal registration and lead approval are equally clear to all parties. You can easily assign the right leads to the right partners, and skip over potential conflicts around lead assignment.

And with Sales Cloud PRM you stay in control of your company’s information. Partners can access the resources they need, but you control what information is visible and what’s not.
CUSTOMER SPOTLIGHT:

How Canto Closes Deals with Sales Cloud PRM

Canto’s software helps companies securely manage, distribute, and leverage their brands’ digital assets. Strong partner relationships are the “secret sauce” to the company’s success.

Before using Salesforce, Canto deployed a stand-alone portal to engage with partners. But partners couldn’t collaborate with other partners or Canto staff from within this portal. Salesforce changed all that by powering a community where reps can direct message experts to help them close deals. Better yet, Canto seamlessly migrated its partner portal to Sales Cloud PRM in just a few weeks, thanks to features like Ideas, Groups, Knowledge, Files, and Topics – available right out of the box.

The result? Canto credits Sales Cloud PRM with a 60% increase in partner satisfaction and has seen a 30%–40% decrease in email since moving communications over to the Canto Community.

With Sales Cloud PRM, you can help reps spend less time wading through email and unnecessary paperwork and more time building relationships. Partners can get the help they need quickly and efficiently because you have greater visibility into sales pipeline and partner activities – it’s a win-win.
03:

With the Right Insights, Channel Partners Can Sell Like Your Own Reps

How do you help your partners find the insights that close deals but are too often lost in legacy tools, manual processes, multiple spreadsheets, and disconnected systems? You don’t sit next to them every day, but you can keep them connected to the answers their customers want to hear.

Sales Cloud PRM centralizes all of your most important information into one feed for easy, collaborative, and secure access to the data your channel needs to keep moving. But that’s only one piece of the puzzle.

**Einstein Analytics – share dashboards for faster sales.**

Sharing the right information with partners is always a win. But giving them the ability to slice and dice that data to make smarter sales decisions is a resounding victory. With Einstein Analytics you can extend dynamic reporting to partners with easy-to-use dashboards. Now your partners can really see inside their pipeline, and focus on the best leads and opportunities.

Just like you, partners are eager to know who the top and bottom performers on their teams are. You can help answer those questions, too, by giving partners the ability to dive into their team’s performance. Einstein Analytics makes it easy to drill down into real-time data by territory, rep, or sales leaders. Now partners can identify star performers and laggards, before it’s too late.

With Einstein Analytics, not only are you extending the right information to partners; you’re extending the ability to use that information to make smarter decisions at every level of their sales org. What’s more, the data is always secure, and you can set permissions to control the visibility of data – so only the right people see the right analytics.
04: Conclusion

Accelerate channel sales on one platform.

The benefits of a channel partnership are vast, but without an effective way to manage those partnerships, you could be selling your business short. With Sales Cloud PRM, you can optimize every stage of the partner lifecycle, from partner recruitment and onboarding to closing deals and analyzing performance with Einstein Analytics.

Reimagine partner engagement.

Easily build intelligent and branded communities and portals for partners. Tailor your pixel-perfect digital destination to each partner. Use permissions to control which users can access select content, data, and functionality. Combine site analytics, user-generated content, and CRM data to help partners predict customer behaviors and build stronger relationships.