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Welcome to "Sales Sagacity"!



Whether you're a big company or a small business, sales channels are often viewed as the **magic word for instant, effortless sales success**. To that I say **bunk** ... this month in *Sales Sagacity*.

Make it a great sales month!

Ron Visocchi
Managing Partner and *Sales Sage*

Say the "Magic" Word



Some of you might remember the old game show "You Bet Your Life" (*from re-runs, of course*). Groucho Marx would challenge participants to "**say the magic word and collect \$100!**" The gimmick was that a duck would drop down to instantly reward the lucky person who *stumbled upon the magic word*.

Today, **some companies seem to look upon alliances and reseller channels in much the same way**. They sign a partner, get their technical resources talking and *wait for the duck to drop!*

Building revenue through channel partners requires a serious sales effort from both parties. Though the specifics may vary according to the type of partnership, here are some important factors to consider ... *especially if you want to beat Groucho at his own game*:

- ❖ **Mindshare** – Mindshare leads partners to **favor your products or services**. To bring this about, you must first **help them to succeed**:
 - ✓ **What do they need** from you beyond the complementary products or services that attracted them in the first place?
 - ✓ **What do they expect** from you (*and you from them*)?
 - ✓ **What will it take** for them to prioritize your offerings?
- ❖ **Planning** - Mindshare is the result of careful planning:
 - ✓ **A win-win sales strategy** that anticipates barriers and leverages opportunities.
 - ✓ **Measurable goals and objectives** with clear accountability.
 - ✓ **Mutual resources** needed to accomplish goals, including sales, marketing, pre-sales, post sales and senior technical staff.
- ❖ **Activity** - Results come from faithfully executing comprehensive plans:
 - ✓ **Training** that equips both teams for success.
 - ✓ **Joint marketing**, advertising, trade shows, etc.
 - ✓ **Joint sales calls** to provide field support and real time feedback.
- ❖ **Accountability** - Both sides must fulfill their responsibilities:
 - ✓ A **commitment** that exists at all levels of management.
 - ✓ A well established **process** that reports results to both parties.
 - ✓ A **priority** response when issues are reported.

Channel partners are not perpetual motion machines; they require the same level of proactive management as direct sales. But, if you still need to believe in a magic word, *I might be able to get my hands on a slightly used duck!*

Sales Tip of the Month

Structured agreements should include all the specifics (*and more*) referred to above, but *here's the tip*:

- **Legal agreements do not guarantee results!** Just like a marriage, don't expect to change your partner after everything is legal!

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and executing winning sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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