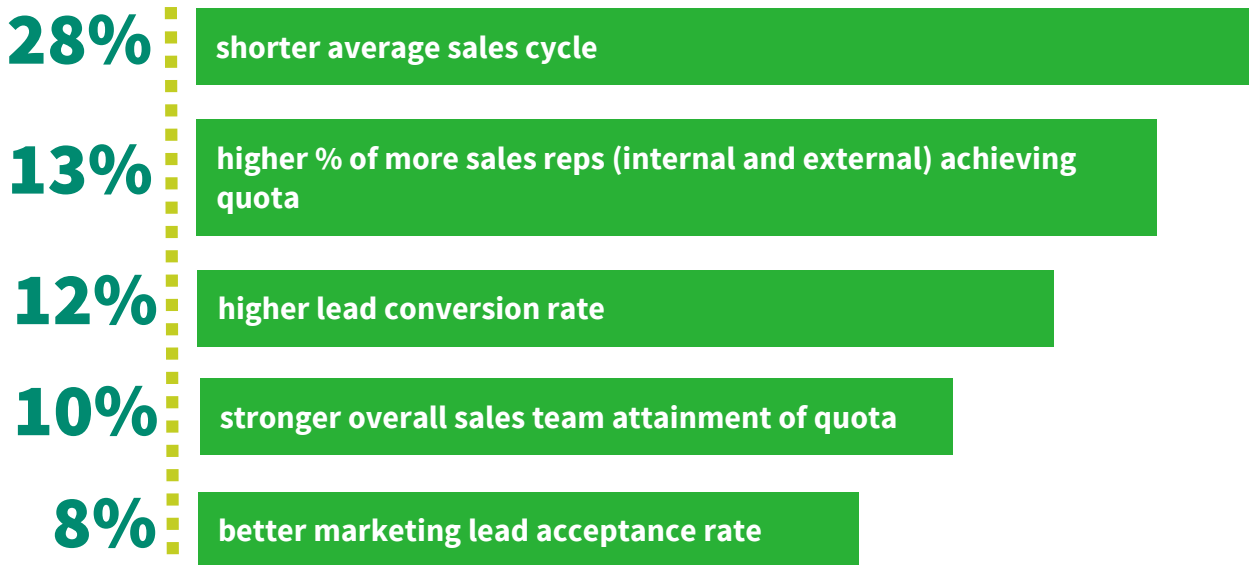


DON'T CHANGE THE CHANNEL. ENABLE IT!

At first glance, the upside of selling B2B products or services via independent channel partners seems too good to be true. Outside organizations carry all the risk, and we reap the rewards, right? If only. Companies who have truly mastered the art of modern channel management deploy platforms and processes that aim to maximize the support they provide to their channel partners.



Channel enablers achieve:



as compared to All Others.



[Read the full report: Territory, Training, Technology: Best-in-Class Channel Sales Management, March 2016, Aberdeen Group](#)

The bottom line: Because most channel sellers are unobligated to sell your product, providing them with some kind of competitive edge has become an essential element of the sales leadership toolkit.