



## From social media to sales training: Practical tips for helping vendors

### build partner loyalty

Channel partner marketing is great for reaching a wider audience, generating income, and growing your business.

**But at the heart of this is partner loyalty. This ensures:**



**Long-term relationships**



**Collaboration and trust**



**Improved communication**



**Increased likelihood of repeat business and referrals**

If this can be established, the success it can provide is out of this world.

#### Did you know?

**95%** of Microsoft's revenue comes from its partner ecosystem – it's no wonder they increased channel training investments by more than 250% in 2022!

#### But how can we cultivate unwavering loyalty from our partners?



##### 1. Set the groundwork

**First impressions matter.** Provide a warm welcome and make it clear how mutually beneficial the partnership is going to be.

##### 2. Keep the fire burning



**Set goals and objectives to motivate your partners.** Provide co-branded marketing material. Make it clear you are **ONE** team.



##### 3. Reward them for their successes

**Your partners are vital to your business's success.** Reward them accordingly. Recognition, awards and promotions for top-performing partners are a good place to start.

##### 4. Elevate your partners



**Remember, it is all about the ecosystem.** You are regularly posting your big wins – but do the same for your partners. This includes newsletters and other forms of marketing.

### Top tips for a fruitful partnership



#### Make the picture crystal clear.

You can only manage expectations if it is clear from both sides of the partnership what needs to be achieved.



#### Create an authentic connection.

Proper communication where everyone involved is completely open, honest and transparent with each other will create a sense of trust that just can't be bought.



#### Life's a compromise, and so is a partnership.

Making a short-term compromise can help in the long game in terms of strengthening your relationship. A bit of give or take here and there is a hard and fast way of building trust.



#### Help your partners to help you.

Put yourself in the shoes of the individuals at the partner organisation.

They are likely working with multiple vendors, all with different portals, pricing tools, approaches to training, deal registration etc. Make it as easy as possible for them.

#### and finally...

#### Give a helping hand.

Whilst your partners are no doubt amazing, it can be easy to forget that your partners are not the experts regarding your business.



You need to assist them where you can. A marketing portal that has access to marketing assets, campaign planning, execution support and training can be the **springboard to a match made in business heaven.**

### ResourceIT regularly supports the partner ecosystem of multiple organisations in the channel...



#### TD Synnex Channel Academy

##### Trained 38 of their partners

"I'm convinced these courses do bring added value to all the Partners and we will capitalize on all the hard work that has been done by ResourceIT to come to this point by running more courses"

**Dirk De Wolf,**  
Director Customer Solutions,  
TD Synnex.



#### Logitech Channel Academy

##### Trained 80 of their partners globally

"How do we get this training to all of our team? Everyone needs this! We owe Logitech and the training company big time for this."

**AVI Systems**

#### A final thought:

#### The job of building and maintaining loyalty with partners is never mission accomplished.

You can't water a plant just once and expect it to continue to grow, it is about giving it a whole lot of love and helping it to flourish long-term.

#### The result?

A beautiful, blooming garden full of satisfied, loyal and profitable channel partners.



### How we can help...

We fully understand the importance of partner loyalty and the intricate ways that you can enhance these relationships.

We have helped vendors provide training services for partners which not only gives them the confidence to sell more effectively but also ultimately helps them to generate and close more leads, thereby benefiting you.

**Get in touch today so we can enhance every partnership within your ecosystem.**