

Smart Guide to Partner Success

How to Ignite Your Indirect Sales Channel



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According to the Association for
Strategic Alliance Professionals (ASAP),

“40% of all revenues for the top 1,000 companies in the
U.S. are derived through channel sales.”

Have Indirect Sales Channels?

You also have complex relationships and challenges – whether you're in the manufacturing industry, wholesale trade, food service or agriculture.

Your customer's buying journey isn't a straight path. It involves a lot more time, consideration and investment than most purchases – which makes collaboration critical between your organization and your channel partners. But most B2B companies are struggling to get by with antiquated partner relationship management (PRM) solutions.

Your Customers Are Complicated. So Is Your Industry.

Indirect sales channels are complex, especially in:

- + Manufacturing:
 - Heavy industrials
 - Durable goods
 - Diversified industries
 - Automotive
 - Farm equipment
 - Construction machinery
 - Measure and control devices
- + Food processing
- + Agriculture
- + And more



Your customer's buying journey
isn't a straight path.”

So Where Do You Start? Right here.

Discover trends in partner engagement and best practices to drive loyalty and performance across your partner network.

What's Inside:

Inside this eBook, we'll focus on five key components of PRM, including:

- + Program management
- + Partner scorecard
- + Partner marketing
- + Market development funds (MDF)
- + Partner lead management

Plus, we'll talk about the right technology to make it all work together.



+ 3 Secrets to Driving Partner Engagement

- + Collaboration
- + Accessibility
- + Partner Experience

In the age of the connected customer, there are three primary challenges and opportunities for organizations with indirect sales channels. Here is a closer look at what you really need to know.

“Channel engagement. It's long been a hot topic in the world of indirect channels because of its undeniable ties to partner retention, loyalty and revenue. But leading experts report that partner engagement is flagging. In fact, research shows that program adoption by partners can be as low as 20%.”

+ SiriusDecisions

1. Collaboration

Today's customer demands require real-time collaboration between you and your partners.

The customer buying journey has changed the game. Your customers expect a seamless experience when they engage with your brand, your people or anyone in your partner network. And that impacts how you market, sell and deliver your products and services – which is particularly complex with indirect sales channels.

Collaboration is a two-way street for everything from sales opportunities to negotiating a floor plan swap to resolving a customer support issue.

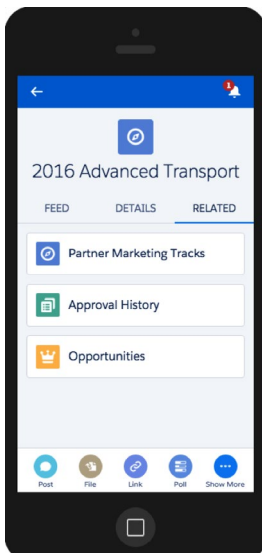
So when evaluating your PRM solution, keep in mind the foundation should be built around collaboration, mobility and streamlined business tools to make it a great experience for your (and your partner's) customer.

2. Accessibility

Partners expect a personalized experience when working with your company. And they want it anytime, anywhere, on any device.

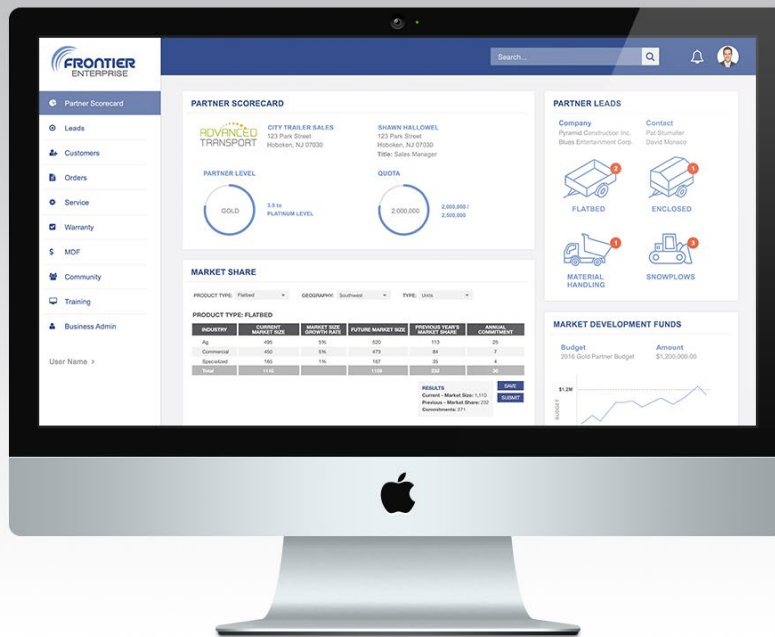
Not only are your customers' demands putting extra pressure on your PRM strategy, even your most loyal partners are, too. Keep in mind most partners have multiple portals and partner communities they access on a daily basis to do their jobs.

Personalize the partner experience by understanding their roles and responsibilities. Based on their role, give them the support, information, tools and business processes they need – without the extra steps and hassle they don't.



And remember, your partners spend a majority of their time on the road, in the lot and in front of customers. Be sure your solution is designed to be responsive for any device – and available in their hands when they need it.

“ Give your partners the support, information, tools and business processes they need – without the extra steps and hassle they don't.”



3. Partner Experience

Your partners need the information, tools and support to make their jobs easier and better serve customers.

Making it easier to do business is the number one driver of partner loyalty. Your PRM solution will be the most valuable asset to your channel partners when they have access to the information, applications and collaborative tools they need in their day-to-day jobs.



Channel partner engagement directly correlates to partner loyalty and productivity.”

+ Forrester

That means your PRM strategy has to go beyond just a content repository with links to other websites and static sales material. Your partners expect business tools like lead management, MDF, marketing campaigns, CPQ and other resources. They also expect real-time access to data, dashboards and market share analysis to help them make better business decisions.



+ 4 Ways to Improve Your Partner Program Management

- + Partner Onboarding
- + Partner Management & Classification
- + Contract Management
- + Reporting

Could you grow your partner network with better program management?

Let's tackle the four biggest challenges for indirect sales channels. Because when you handle them right, you'll have easier onboarding, greater partner loyalty, and – ultimately – higher sales.

1. Partner Onboarding

You need partners to sell your products. But indirect sales channels are complex. How do you persuade companies to be your partner? How do you effectively find out what you need to know about potential partners – how long they've been in business, what their finances look like and what other products they distribute? Do they know how to request information about what you provide your partners, like market development funds (MDF), training and your captive lead management process?

Best Practices

When you're working with potential partners ...

- + **Be clear.** Streamline the onboarding process by providing complete and current information about your program benefits and your expectations.
- + **Be accessible.** Make it easy for potential partners to talk and collaborate with you.
- + **Be quick to respond to any questions.**

You can provide a great partner experience by automating many of the manual processes of partner onboarding. Keep in mind the number one predictor of partner loyalty is ease of doing business with you. Start the relationship off on the right note by making onboarding easy.

2. Partner Management & Classification

It's critical to understand your sales forecast for the next quarter and beyond. That means you need a way to work with your partners to set goals that accurately project partner forecasts.

Many manufacturers try to simplify their program management by organizing their partners into tiers. But that can be difficult to do with manual processes and spreadsheets. Plus, partners don't always have access to information they need, such as the requirements and benefits of their partner tier.

Best Practices

The goal of partner classification is to organize your partner network based on a defined set of criteria to make it simple for your company – and clear to your partner network.

- + **Improved Alignment:** Organize your partner program based on what drives your business. Doing so will help align your teams and partners to focus on what matters – service to your customer.
- + **Tiered Benefits:** Many companies tier their partner network based on performance, product lines, industries, market share and geographies. When you organize your partners into tiers based on these types of criteria, you can then align the benefits you provide partners in a fair and meaningful way. For example, based on tiers, partners have different levels of discounts and rebates, increased support and training, and access to additional market development funds (MDF) and marketing support.



Partner classification improves clarity for you and your partners, making your relationships easier to manage and potentially more profitable.”

3. Contract Management

Your partners are writing contracts with your customers. How are they storing those contracts? Are they using the most up-to-date and accurate versions? Can you see the contracts after they're signed?

Best Practices

Make contract management easier for your business and your partners through:



- + **More Automation:** Automate the availability of current contracts, warranties, aftermarket program documents and more. Your partners shouldn't have any questions about which contracts they should be using.
- + **More Accessibility:** Because your partners are always on the go, make your contracts accessible on mobile devices.

4. Reporting

You need to know what's happening with your channel partners, including what geography they cover, their products, their industries and their market share. Your partners want access to leads, opportunities, product forecasts and training resources.

Best Practices

Provide your partners with the data they need to drive sales.

- + **Streamlined Dashboard:** Offer your partners a dashboard that brings together their leads, MDF and marketing programs.
- + **Real-Time Reports:** Give your partners real-time access to market share reports and their product forecasts and sales data.



Here's a simple truth: when you make it easier for your partners to do business with you, you'll do more business.”

Get Results

Program management is essential to your business. Think about ways to simplify the way you classify and manage your partners, from onboarding to reporting. Because here's a simple truth: when you make it easier for your partners to do business with you, you'll do more business.



TIP: Need a better approach to program management?

A holistic solution like partnerDRIVEN can make your onboarding easy. It automates information collection from potential partners and the distribution of your program information. Plus, you can classify your partners into tiers, manage partner contracts and run reports on sales data, market share and more.



+ Why Your Partner Scorecard May Be Underperforming

- + It's not automated.
- + It doesn't aggregate the right data.
- + It's not accessible.

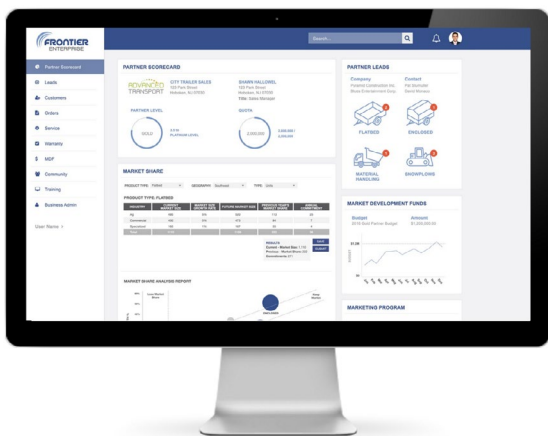
Up next: *Building a better partner scorecard.*

If you're like many manufacturers, you're keeping key partner performance indicators in multiple spreadsheets, paper contracts and manila folders. It may be hard to get your employees or partners the information they need. And the data that is available is hard to interpret or understand, so partners often give up – and just wait until someone tells them what to do.

You may also be managing your partners based on the tribal knowledge of your marketing and sales teams. Between retirements, transitions and attrition among your employees, your organization runs the risk of not fully understanding how you are measuring and monitoring your partner network.

So What Does a Good Partner Scorecard Do?

A good scorecard gives you accurate information about each of your partners. It applies a consistent approach to how you measure and monitor results. It also offers real-time visibility into key metrics across your entire partner network, including:



- + Current market share
- + Contracts and quota details
- + Available marketing funds to target new leads
- + Leads by product or industry
- + Current partner status and tier

Build It Better: partnerDRIVEN Q&A

Q: How much easier would it be to run your business if you had real-time access to your partner information?

A: partnerDRIVEN's partner scorecard not only aggregates your data automatically, it offers consistent rules and metrics to manage your entire partner network. All of your performance data is in one spot, so everyone is looking at the same information.

But it doesn't just work for *you*. Your partners get a clean and simple view of what's important to *them*. When they have questions, they can collaborate with key corporate departments to get the answers they need. They can also share best practices and ideas with other partners in your partner ecosystem with mobile-friendly tools and features for every kind of device.

What's Your Scorecard Missing?

When you're ready to build a better partner scorecard, the first step is understanding what your current scorecard could be missing: automation, aggregation and accessibility.

1. It's not automated.

Running your partner scorecards on spreadsheets, paper copies or tribal knowledge? You're probably relying on your channel management team and partners to keep them up-to-date. If the process isn't automated, your scorecards don't give you the real-time data on partner sales performance you need or give your partners the direction they want.

2. It doesn't aggregate the right data.

When your scorecards are missing important data, your partners don't know where they stand against their quotas or what their status or tier is at any given time. You could also be missing:

- + Up-to-date MDF information
- + A summary view of marketing program performance
- + Your investment in each marketing program

3. It's not accessible.

Rather than easy-to-interpret charts and graphs, maybe you have cells on a spreadsheet or comments in a notebook. Maybe your partner scorecards don't display well (or at all) on mobile devices, and they aren't personalized and organized to your partners' businesses.



For most channels, up to 50% of functionality and content is ignored by partners (SiriusDecisions). In other words, you can compile a mountain of information, but if the way you share it isn't clear and direct, it's of little value to you and your partners.”



+ 4 Keys to Effective Partner Marketing

+ Collaborate

Work with your partners.

+ Organize

Offer predefined marketing programs.

+ Fund

Be more effective with MDF.

+ Control

Protect your brand.

If you have indirect sales channels, you know it's important to coordinate your marketing efforts across your partner network. While your partners could put together their own campaigns, that comes with some obvious pitfalls. How do you know what kinds of marketing your partners are doing? How do you make sure that customers in Boise and Sarasota are getting the same message about your brand?

The solution: partner marketing. It provides your partners with streamlined, personalized campaigns they can easily deliver to their prospects and customers. And it gives you control over your brand, message and creative strategy.

Why Is Partner Marketing So Challenging?

On the surface, it sounds easy. Create a campaign. Run a campaign.



But there are a lot of moving parts between your corporate organization and your partners, whose market conditions may be radically different from each other.

Everyone has the same goal – more leads – but they may need to take different approaches to get there.”

Corporate vs. Partner Viewpoints

As a corporate marketer, it's important to create a consistent customer experience, which can present a big challenge when channel marketing is fragmented. You want to avoid brand dilution, and you want to maximize your budget by precisely allocating your marketing spend across corporate and Market Development Fund (MDF) budgets.

On their end, partners are looking for the “easy button.” They know they need to market their products and services, but they don't have time to be marketers. They want simple, predefined campaigns that are corporate-approved. But partners also want the message personalized with their local information and latest offers. Plus, they want financial support.

4 Key Takeaways

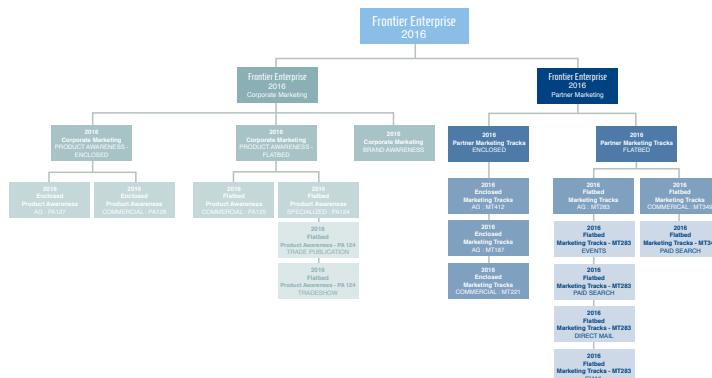
Your partner marketing can get better results with better collaboration, organization, funding and control.

1. Collaborate

Work with your partners to understand what their marketing needs are, what's working for them, and what's not. Because they speak to your customers on a daily basis, your partners are great marketing research assets. Tap into that knowledge by collaborating with them on your partner marketing platform.

2. Organize

Offer predefined marketing programs to your partner networks that integrate marketing tactics like email, paid search, direct mail and more. These are often organized around product lines, industries and/or geographies. Also, provide the option for custom campaigns and list acquisition services. This will separate your partner program from the rest.



Now you know what you should be doing. But how do you do it?

- + **Give your partners data.** With a platform like partnerDRIVEN, you have access to a wealth of information: what campaigns are working, what messages and media are generating leads, and how your marketing is impacting market share. So share it. Nothing earns more loyalty with your partner network than sharing and collaborating on success.
- + **Take control.** Get the control you need to manage the branding, content and creative strategy behind the campaigns your partners are running. partnerDRIVEN streamlines the way you organize your campaigns and the marketing tactics you use. Manage campaign components like PPC, email, display ads and more at a granular level, while your partners can subscribe to a simple and personalized campaign.
- + **Make it seamless.** Your partner marketing solution should seamlessly integrate mass media, digital and social campaigns, and optimize budgets across your partners' territories. On the front lines, partnerDRIVEN lets your partners subscribe to marketing campaigns with one click. And as a marketer, you can see which campaigns are active and which are driving leads to your partners. You can also fund your partner marketing through an integrated MDF program.

3. Fund

Seamlessly funding your campaigns with MDF can make your partner marketing program much more effective. If you help pay for it, they'll use it.

4. Control

Protect your brand by giving your partners budget-approved and brand-compliant materials that ensure consistent messaging and offers. Manage campaign tactics, and streamline execution and delivery for your entire partner network. And don't forget the big picture. Keep an eye on your entire partner marketing program. You need to know what campaigns your partners are using and which are most (and least) effective.



Bottom line: The easier you make it for your partners to participate in your marketing campaigns, the more compliance and cooperation you'll receive.

And the more results you'll see on your balance sheet."





+ Maximizing Your Market Development Funds: 3 Strategies

- + Simplify delivery.
- + Evaluate performance.
- + Plan for the future.

When you sell through indirect sales channels, it's important to help your partners with their marketing efforts. After all, they need to be able to market your products, and you need to raise local awareness of your brand. One way to do both? Market development funds (MDF).

Fact: Your Partners Need Help with Marketing

Whether you use traditional market development funds or co-op marketing to reach your target market, the goal is the same: giving your partners the marketing support they need.

What's So Hard About MDF?

If you're like most manufacturers, your partners don't have an easy way to request market development funds. Your process probably involves filling out paperwork (sometimes on real paper), and it may not be clear whom your partners should reach out to at your corporate office. And even if they can get the funds, they often don't know where to spend them. Because there are so many moving parts, partners often feel overwhelmed. As a result, they end up doing nothing – leaving MDF funds on the table.

And it's not like it's easier on your end.

- + Can you review, audit and approve or deny MDF claims in a simple, streamlined way?
- + Do you know which programs and campaign funds are being used by partners and which are driving the most leads?
- + Do you know how you'll be allocating your MDF next month or next year?

If you're like many manufacturers, the answer to all of those questions is “no.”

“Top frustrations and difficulties for partners, based on an IDC study of incentive programs, include:

- + The release of MDF funding 2-3 weeks prior to the end of the quarter, when the vendor's marketing department realizes it has money to use or lose.
- + Too much red tape getting funds.
- + Constant changes to MDF plans.
- + Painful audits where proof of performance criteria is poorly communicated.

+ IDC 2012

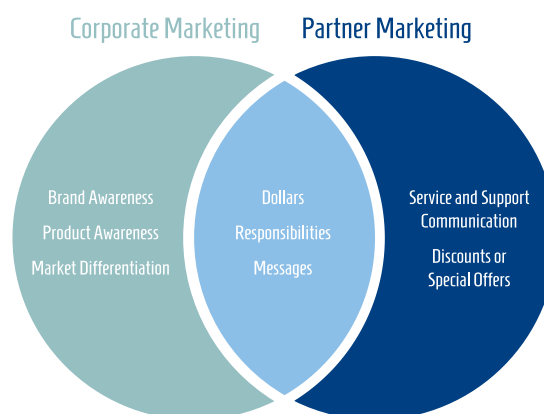
3 Strategies for Maximizing MDF

You can get much more from your MDF when you simplify delivery of the funds, evaluate their performance, and then use that evaluation to plan for the future.



Why do people turn down free money?

Because the giver makes it too hard to get.”



1. Simplify delivery.

Your partners want a simple way to associate their marketing campaigns with MDF reimbursement claims.

They also want real-time access to their MDF budget and claims, so they know what they've spent – and what they can do with what's left in their budget. You can (and should) streamline the claim process by allowing partners to input claim details and attach receipts online, ideally within their existing CRM solution.

2. Evaluate performance.

Once your partners are better able to use their MDF, you need to know how they're using them.

Look at all of your marketing programs and MDF funds and their allocations across your partner network. Knowing what your partners are promoting allows you to:

- + Align your co-marketing campaigns and MDF funds
- + Maximize your overall marketing budget
- + And ensure consistent branding and messaging to your customers

This step can pose a challenge if you're still working from spreadsheets. It can take months to get results, and you may not be hearing from everyone in your partner network. When you manage your MDF online, you can get real-time insights on your marketing spend. That means you'll be in a better position to optimize your MDF spending and campaign execution, as well as drive more leads to your partners.



3. Plan for the future.


Now that you know how your partners are using their MDF, use that information to make a plan.

- ✓ First, set your overall MDF budget for the calendar year.
- ✓ Then determine what criteria you'll use to distribute those funds to your partners. We often see clients base distribution on partner tier, product line contracts or geography coverage.

When done right, this plan will help you extend your brand, maximize your marketing budgets and ensure a consistent experience for your customers.

Bottom line: It's vital to have a collaborative effort between your marketing managers, channel managers and partners.

“ Why is it so important?
Here's a simple truth: marketing only works when you use it.”



+ 5 Roadblocks in Your Buyer's Journey

- + Customer Experience
- + Lead Generation
- + Lead Scoring
- + Lead Nurturing
- + Lead Routing

Anything that disrupts your buyer's journey is ultimately costing you revenue. Let's take a look at some specific ways that can happen and what to do about it.

What's Partner Lead Management?

If you're selling B2B products, you've got sales leads coming in all the time. And if you're selling those products through indirect sales channels, you have partners doing the selling.

You need a way to generate, score, nurture and route leads to the appropriate sales team member within your partner network. That's exactly what partner lead management does.

“

Anything that disrupts your buyer's journey is ultimately costing you revenue.”

5 Types of Potential Roadblocks

1. Customer Experience

Your customers don't care how your business is structured. There is no difference in their minds between you and your partner sales teams. They expect a consistent experience when moving between corporate marketing, sales and partner channel representatives.

The Potential Roadblock

You haven't created a seamless experience for customers and prospects during the initial discovery phase. Your customers shouldn't notice any difference between corporate marketing campaigns or partner programs.

2. Lead Generation

One way your business generates leads is through corporate digital platforms. This is done through content marketing, social media, your website, SEO, and paid search programs, and automated with marketing automation solutions. Once you've generated those leads, you can get them into the hands of your partners.

The Potential Roadblock

You're not factoring the buyer journey into your lead generation activities. When you don't, the hand-off from corporate marketing to partners can be a jarring experience to the customer. Your corporate and partner marketing programs always need to be in sync.

3. Lead Scoring

How should you be scoring leads? By identifying your partners' most qualified leads through a scoring model that incorporates *both* the prospect's ability to buy *and* their level of engagement.

- + **Measure their ability to buy** by finding out if they have purchasing decision authority and what their budget and timeline are.
- + **Measure their level of engagement** by tracking their activities with your digital platforms and how they interact with your content (including clicks, page views, social shares and downloads, just to name a few).

The Potential Roadblock

You're not measuring engagement. Lead scoring must include your customers' engagement with partners, as well as with corporate marketing and field sales. When it doesn't, you're only getting half the story.

4. Lead Nurturing

Once you've identified your prospects, keep them engaged during their buying journey through lead nurturing.

That means systematically providing your leads with the information they need to make a decision. But obviously, with indirect sales channels, this effort becomes even more challenging.

The Potential Roadblock

Your customer can tell when he/she is being transitioned from corporate nurture programs to partner campaigns or sales teams. Nobody enjoys feeling like they're being handed off, but that's exactly how many customers feel during a bumpy transition. It's critical to align your corporate marketing campaigns and partner marketing programs to ensure the content that your customers receive is seamless.

5. Lead Routing

When a lead is ready for follow-up, how do you decide which partner to send the lead to? Most indirect sales channels are organized around territories, so leads should follow set criteria for routing to the right partner. Territories are often based on geography, product or partner tier.

The Potential Roadblock

You may be sending leads to the wrong partners. Without an automated lead routing solution, all the hard work you've put into lead generation and nurturing can go awry if those leads are not properly routed.

Ensuring the right leads get to the right partner is a key part of partner lead management.

So How Do You Clear the Roadblocks?

With a solution like partnerDRIVEN, you can integrate both your corporate and partner lead management processes. The result? Everything works better for you, your partners and your customers.

- + **Make it streamlined.** Managing leads through a single platform makes it easier for marketing, sales and your partner network to collaborate to help close more deals and create a great customer experience.
- + **Make it integrated.** Partner lead management is integrated with your partner marketing programs and MDF budgets to create a complete view of what's driving revenue to the bottom line.
- + **Make it automated.** Automating your lead nurture campaigns gives your marketing team control of the brand and message. And that makes it easy on your field sales team and partners to keep the conversation going with your customers.





+ How to Drive Top-Line Growth with Better PRM Technology

- + Collaborative
- + Smart
- + Easy
- + Open API

Struggling with Partner Relationship Management (PRM)? You're not alone. Many manufacturers face similar challenges when looking to drive top-line growth. Let's talk about how technology can synchronize all of the moving parts, so your PRM works for you and your partners.

Why Aren't Your Partners Using Your PRM Solution?

You're probably already using some sort of PRM solution or know the manual approach isn't cutting it anymore. And your partners probably aren't using it as much as you think they should. What's holding them back?

- + **They're overwhelmed.** Your PRM solution isn't the only software they use throughout the day. Partners have a lot of portals to access, and that can be overwhelming. When they don't actively engage with your portals, it's harder to get their attention and their time.
- + **It's hard to use.** Many partner portals are legacy custom-built solutions that are hard to access and difficult to navigate. Legacy portals aren't designed with the new partner in mind.

Also, most portals aren't accessible on mobile devices, even though most partners are in the field and depend on their mobile devices to stay connected. And when partners do get logged in, the user experience is less than impressive. The content and application aren't relevant to them or personalized to their needs.

- + **It doesn't give them the right information.** In many partner portals, information resides in many disparate systems. That means partners don't have easy access to the right reports and dashboards to help them run their businesses.

So ... What Should Your Partners Get from Your PRM Solution?

If you give your partners a better PRM solution, they'll use it. But what does a better PRM solution look like?

- + **It's collaborative.** It's vital to collaborate with your partners through the buyer journey. Your solution must incorporate a collaboration engine that brings together both your Customer Relationship Management (CRM) and partner management process.
- + **It's smart.** Your new PRM solution should have business intelligence built into the foundation of the platform. Your partners want the right information, and so do you. When all of you have real-time access, you can share that information through dashboards and reports. Better yet, you can collaborate.

- + **It's easy.** Partners are looking for support to make their day-to-day work easier. You can provide that by automating many of their daily tasks. Your solution must have workflows and rule engines incorporated into the platform to make it easy for your channel manager, marketing and sales teams to automate routine tasks.
- + **It's open.** Data is the backbone to partner engagement, and getting the right information into the hands of your partners is a key function of your solution. Make sure your PRM solution supports open API to make it easier and smoother to get information to your partners.

partnerDRIVEN in a Nutshell:

What Exactly Is It?

- + **A Partner Relationship Management (PRM) solution** that supports channel marketing and the lead-to-revenue management life cycle – based on 20 years of expertise with B2B and manufacturing.
- + **Built using native functionality on the Salesforce platform.** It brings together Sales Cloud, Community Cloud, Marketing Cloud and Pardot to accelerate partner onboarding, market share analysis, partner marketing, market development funds and partner lead management.
- + **Designed to meet any needs of organizations with indirect sales channels.** Built on industry best practices, it can be configured to support any unique business process. That's the power of leveraging a cloud platform to facilitate collaboration, accessibility and personalization.

“ Streamline productivity. Increase partner engagement.
Drive top-line growth.

How could that change YOUR business for the better? ”

Q&A with Eric Dukart

Q: What are the top trends that make partner engagement more important than ever?

A: There are three main trends in manufacturing that make it really critical.

1. Growing globalization. More and more organizations in the manufacturing industry are expanding their footprint to the global market, which brings its own unique challenges – especially when it comes to engaging with a partner network.

2. Increased competition. Competition is starting to drive down product pricing. For organizations to maintain their premium brand and position from a pricing standpoint, they often have to go outside just product innovation and create value in different ways.


3. Complexity of indirect sales channels. Most manufacturers have partners who sell multiple product lines and brands. Partners are always looking to grow their businesses and constantly going through expansion, so it's vital for manufacturers to offer the best possible partner experience to stand out from the pack.

About the Author



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- + Visionary leader with over 17 years of experience with start-ups and Fortune 500 companies
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“

Now it's even more critical for manufacturers to create value through:

- + Great customer experience
- + In-depth knowledge about customers
- + And well-informed partner networks with information at their fingertips.”

Q: What's one of the biggest oversights for companies with indirect sales channels?

A: Try seeing the world through your partners' eyes. When we show companies what their current partner experiences are actually like when it comes to their existing environments, login processes, etc., it tends to be pretty shocking. It illuminates a lot of existing challenges – and a lot of potential.

Q: What's the biggest benefit of using a holistic solution like partnerDRIVEN?

A: It offers increased partner collaboration, improved partner experiences to create partner loyalty, more efficiencies in partner program management, better visibility into product forecasting, a streamlined partner lead management process, and more.

About Sundog

Revenue. Performance. Marketing.

As a Salesforce partner since 2008, Sundog has extensive expertise with indirect sales channels and has been ranked on the Inc. 500/5000 list of the nation's fastest-growing companies three years in a row.

- + 100 experts
- + Specializing in buyer journeys, demand generation, lead management, channel management, marketing insights and revenue performance
- + 20 years as leaders in marketing, technology, and integration for industries including manufacturing, food service, wholesale trade and agriculture
- + Over 50 Salesforce certifications and growing
- + Proven success with clients including Bobcat Company, Cub Cadet, Ecolab, 3M and Titan International

Learn more at sundoginteractive.com



Want More Information?



SUNDOG®
partnerDRIVEN
++++ MANUFACTURING SOLUTION

Your partners want an “easy” button. More support. More responsive tools, real-time data and dashboards.

You want more results.

See how to drive stronger relationships and revenue – all with one powerful solution that delivers for indirect sales channels.

- + See how it works
- + Watch the video
- + Read blogs

