

Aligning Channel Incentives to Partner Personas and Journeys



The classic sales funnel no longer applies. It's now a **complex, circuitous journey.**



Demographic shifts are changing the world...including the workplace.

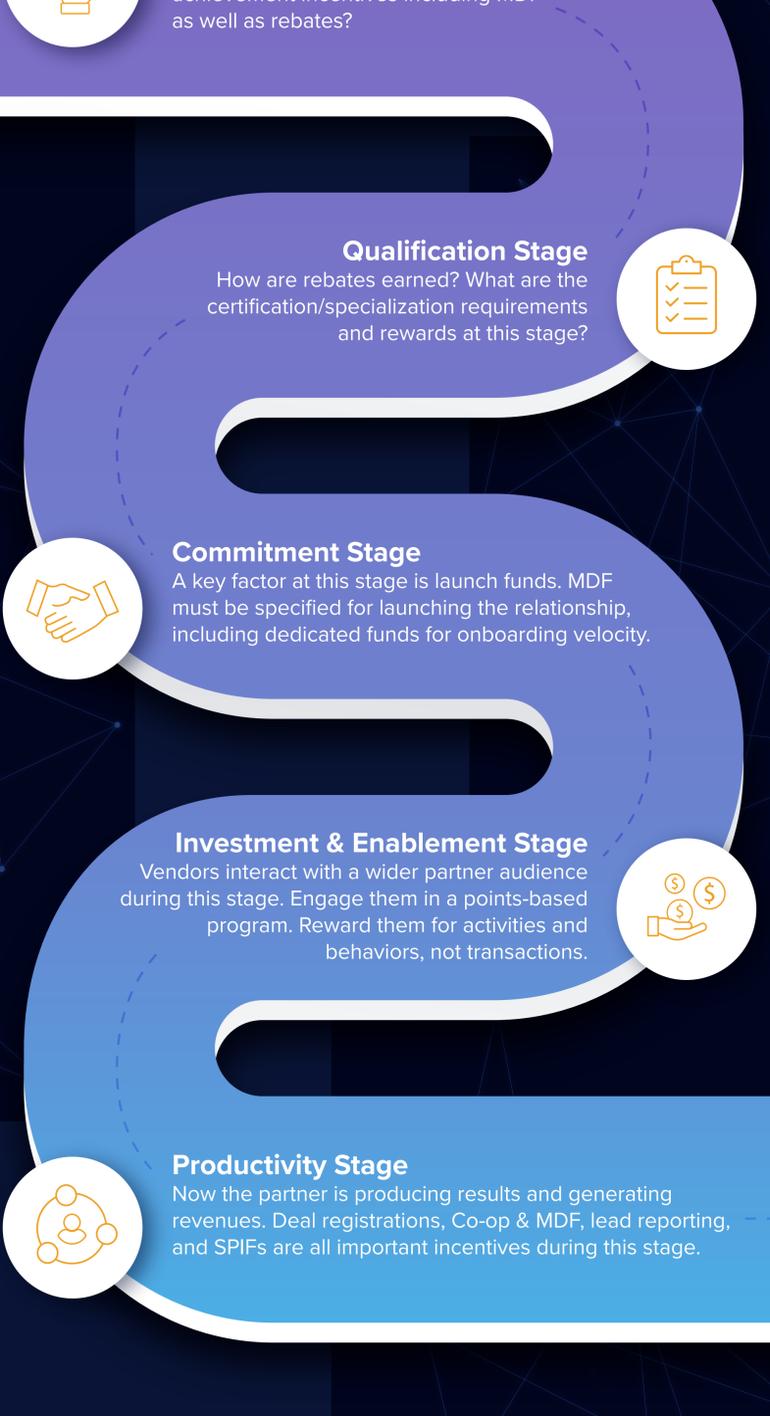
In 2016, Millennials eclipsed Gen X to become the largest generation in the workforce.



Modern incentive programs are mimicking online experiences to appeal to Millennials and experimenting with...

- non-monetary rewards
- micropayments
- gamification

To develop a truly integrated channel incentives strategy, start by looking at how incentives align to the partner **journey** and partner **personas** during each stage.



Offer Stage
What are the revenue/performance achievement incentives including MDF as well as rebates?

Qualification Stage
How are rebates earned? What are the certification/specialization requirements and rewards at this stage?

Commitment Stage
A key factor at this stage is launch funds. MDF must be specified for launching the relationship, including dedicated funds for onboarding velocity.

Investment & Enablement Stage
Vendors interact with a wider partner audience during this stage. Engage them in a points-based program. Reward them for activities and behaviors, not transactions.

Productivity Stage
Now the partner is producing results and generating revenues. Deal registrations, Co-op & MDF, lead reporting, and SPIFs are all important incentives during this stage.

Partner Profiling

Vendors usually ask themselves these questions:

- “Which channel incentives are the most effective?”
- “How do I know which promotions to launch at what particular stage in the partner journey?”

The first step in the process is identifying your overarching corporate goals.

Next, you need to profile your partners and identify partner-level personas.

Make sure you understand which partner personas are going to engage with each one of your channel programs and incentives.



The partner journey in brief is engaging the partner, gaining a commitment to you and to the partnership, and making them productive.

The ideal incentive management solution enables the vendor to...

- analyze
- track
- report
- respond

...and respond nimbly to a wide variety of partner/buyer behaviors and market factors.

For more tips and to learn how understanding your partners' journeys can make it all add up for your organization

Download the eBook: Aligning Channel Incentives to Partner Personas and Journeys