Partners often cite that **Co-op & MDF programs** are too complex and don't meet their unique needs

So, how can you better manage promotions, partner reimbursements and track performance?

Create a blueprint for your program that includes:

- Fund allocations
- Holistic business plans
- Pre-approved project requests
- Simplified approval processes
- Expedited payment management

Ensure a solid foundation

- Keep it simple
- Go global
- Be transparent
- Automate processes

Market your program to improve fund utilization by:

1. Selling the program
2. Engaging channel reps from the start
3. Demonstrating value
4. Increasing adoption with training, education and awareness

The benefits can prove to be tremendous for both vendors and partners

- Additional savings by automating
- Increasing efficiencies
- Reducing administrative costs
- Reducing payment errors
- Improving partner satisfaction

For deeper insight to the key guidelines of an exceptional Co-op & MDF program

Download the eBook

About channelConduit

The channelConduit Suite from Vistex is a solution set designed to engage your indirect sales channels and equip you and your partners for program success. From marketing enablement and incentive management to channel payments, the channelConduit Suite provides companies with strategic insights into channel activities while optimizing the partner experience, and facilitating global program administration.

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.

info@vistex.com | www.vistex.com

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