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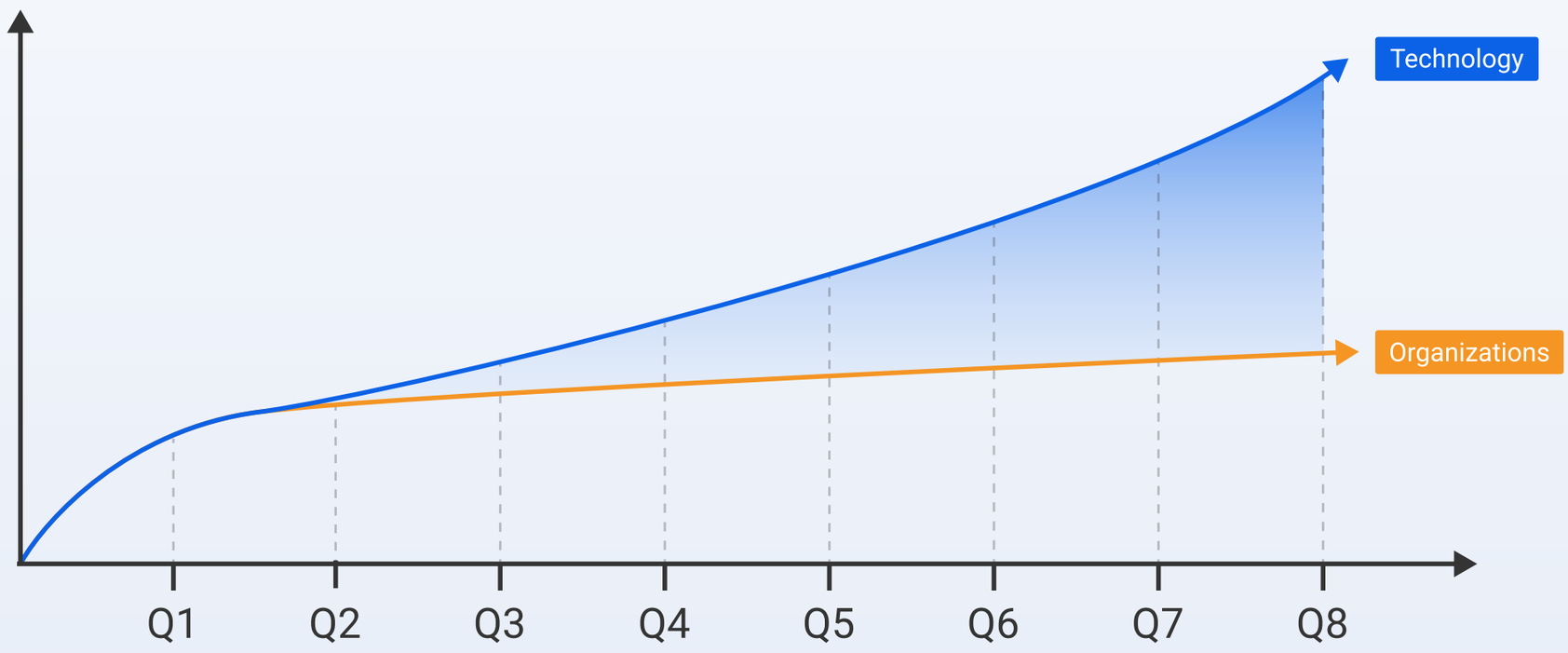
# Why Your PRM Underperforms

## And it's not the platform's fault

# Martec's Law

Technology evolves **exponentially.**
Organizations evolve **logarithmically.**

> The gap between the two curves widens every quarter.
> That gap is where your ROI disappears.






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# What This Looks Like in Practice

## The 3-year PRM lifecycle

| | |
|---|---|
| Year 1 | Onboarding, excitement, early wins |
| Year 2 | New feature releases nobody's trained on |
| Year 3 | VP changes, the renewal decision lands on someone who didn't sign the original deal |



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# Why Buying More Software Doesn't Fix It

## Adding tools widens the gap

### Every new tool needs:

- Configuration time
- Training cycles
- Adoption with regional partners
- Integration with what you already own

The gap doesn't close. **It compounds.**



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# The Real Cost

Your platform isn't broken.
Your enablement capacity is.

A partner in Lyon doesn't open your PRM because nobody trained them in French.

A partner in São Paulo logs in once and **never returns.**

**The software is doing its job.**
**Your team can't get to them.**



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# What Actually Closes the Gap

1. Specialists who live inside the platform daily
2. Multilingual execution capacity in every region you sell into
3. A cadence that survives your next reorg

Tools don't drive adoption.
People who speak your partners' language do.



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# Is your PRM working as hard as you paid it to ?

If your contract is up for renewal in the next 12 months, we should talk before you sign.

**Macro run a PRM Health Check.**
30 minutes, no commitment, no pitch.
You leave knowing exactly which features your partners actually use, where the gap is, and what to negotiate at renewal.

**DM me for more info**