

# Strategies to Elevate Channel Partner Programs with WorkSpan



This paper delves into how WorkSpan serves as a transformative solution for managing Channel Partner Programs. By addressing critical strategies such as **trust-building**, **process maturity**, **best-practice methodologies**, **customer experience**, **value enhancement**, **pipeline transparency** and **technology**, WorkSpan empowers organizations to maximize the potential of their channel partnerships.

## Strategy 1: Build Mutual Trust and Transparency

Create a foundation of trust, enabling partners to share insights openly, make informed decisions collectively, and foster a collaborative environment to drive joint success. WorkSpan's collaborative platform fosters transparency by providing real-time visibility into deal progress, creating an environment where partners can share insights, updates, and concerns. Through joint reviews, the platform ensures that partners operate on a level playing field, promoting trust and collaborative decision-making.

## Strategy 2: Transform from Resell to Co-Sell

Elevates the partnership by transitioning from traditional reselling to a collaborative co-selling model, unlocking synergies, and maximizing the impact of each partner's strengths for mutual benefit. WorkSpan facilitates the evolution from a traditional resell process to an advanced co-sell strategy. By highlighting deals that require assistance and providing options for endorsements, technology support, security assistance, or visibility. Partners can invite sellers and other partners to the deal, enabling them collaborate and leverage each other's strengths to optimize deal closure and customer value.

## Strategy 3: Adopt Best-Practice Methodology and Shared Processes

Establish a standardized approach to deal collaboration, providing partners with a structured methodology for efficient and effective joint partnership management. The WorkSpan platform serves as a unified hub for running partner programs with best-practice methodologies. It enables partners to collaborate on registered deals, conduct collective reviews, and utilize pipeline review actions. By ensuring a standardized approach and shared methodology, WorkSpan ensures efficiency and effectiveness in partnership management.

## Strategy 4: Deliver Enhanced Value to Customers

Facilitate collaboration on various aspects, allowing partners to collectively offer customers a more valuable solution than each partner's individual offering, leading to increased customer satisfaction and loyalty. WorkSpan goes beyond traditional partnership management by enabling partners to offer a more valuable package to customers. Through co-sell automation, partners can connect directly with Partner Sales Managers, facilitating deeper collaboration on architecture reviews, proof-of-concepts, security assessments, case studies, and value calculators. This collaborative approach unlocks more value, faster for customers.

## Strategy 5: Enable Partner to Partner Collaboration

Facilitate collaboration across multiple partners on joint opportunities, leveraging a broader ecosystem for comprehensive deal closures and expanding market reach. WorkSpan provides a centralized space where partners can collaborate, facilitating efficient coordination and alignment of efforts. Through the ability to share and add diverse partners such as ISVs, GSIs, MSPs and others to the same opportunity, organizations can leverage the collective strengths of an extended ecosystem. WorkSpan helps ensure that deals are not limited to a singular partner, enabling organizations to tap into a broader range of expertise, resources, and market reach for comprehensive and successful deal closures.

## Strategy 6: Meet Your Customers Where They Are

Leverage customer's existing budget commitments on marketplaces to simplify their purchasing process, ensuring a seamless and efficient journey for customers engaging with partners. Customer experience is a key focus in WorkSpan's approach to channel partnership management. The solution streamlines the purchasing process by offering a centralized platform for private offer management on marketplaces. This not only improves deal closure times but also enhances the overall customer journey, ensuring a seamless and satisfactory purchasing experience.

## Strategy 7: Follow Best-Practice Reporting and KPI Coaching

Enable partners to track the right KPIs for informed decision-making and continuous improvement. WorkSpan ensures pipeline transparency by providing real-time insights into deal progression. Partners can access automated reports, enabling them to track the right Key Performance Indicators (KPIs) and coach to success. This level of transparency ensures that both organizations have the necessary data for informed decision-making and continuous improvement.

## Strategy 8: Choose Technology for the Long Term

Ensure sustainable success by providing partners with the necessary technology and tools to build a robust foundation for enduring partnerships, adapt to changes, and thrive in the long term. WorkSpan provides organizations with the tools and technology needed to build a robust foundation for enduring partnerships. The platform offers a unified system for joint partner business management, ensuring that technology and tooling are consistent, scalable, and aligned with long-term goals. By facilitating efficient goal-setting, monitoring, and communication, and features like automated reports, pipeline transparency, and centralized communication, WorkSpan empowers organizations to future-proof their channel programs, laying the groundwork for sustained growth and success over the long term.

## About WorkSpan

WorkSpan is the #1 Co-Sell network that empowers companies to turbocharge and scale their co-sell revenue growth. Partnership and Sales teams use WorkSpan's secure SaaS solution to exchange co-sell referrals from inside their CRM, manage shared pipeline, collaborate with partners on deals, and track performance.