

**GROWING YOUR
REVENUE IS OUR
BUSINESS.**

wave



CHANNEL

Inside Sales Outsourcing

Channel helps you to find, engage, and support great Channel Partners to grow your business.

Why Channel?

Better Focus

Channel Partners want a vendor that can do more than host a lunch and learn or a webinar, they need a partner that can help them win business.

Technology Experience

Channel takes the complexity out of selling your solutions by leveraging our decade of experience supporting channel partners and managing inside salespeople.

Dedicated Support

Expanding a region without increasing headcount appeals to most companies, but independent contractors providing only part-time work won't build a territory. Wave goes beyond "territory coverage" by hiring and managing dedicated inside salespeople that work under your brand, with all activity updated to your CRM.

Revenue Growth

Wave is focused on building revenue for our clients. As a result, this has prompted new services that address every aspect of the sales funnel, resulting in faster growth, better partnerships and support for larger regions.

Overview

Channel Development Representatives (CDR's) are inside salespeople who are focused on increasing your partner responsiveness, delivering routine touch-points on product features and increasing engagement to boost pipeline.

Challenge

Businesses often have a few Channel Sales Managers covering large territories and require additional sales resources to adequately address the market. However, when looking to expand their footprint, sales leaders quickly realize that increasing inside sales headcount is often impractical due to costly recruitment, training, infrastructure, employee benefits and management.

Solution

Outsourcing with Wave provides businesses with dedicated Channel Development Representatives (CDR's) with a straightforward subscription agreement to help boost your channel partner business.

Brands choose Wave for its controlled costs and expert management of inside sales members, providing complete transparency and predictability in pipeline development and deal forecasting.

Benefits

Wave has serviced indirect sales channels for over a decade and has invested in certifications to make us more effective at prospecting, tracking projects, and keeping partners informed and engaged.

Engagement

Contracted Channel Development Representatives (CDR's) work alongside your in-house sales team to synergistically generate pipeline, manage partnerships and promote your business. With dedicated inside salespeople supporting your channel partners, there is no confusion, conflict or brand erosion.

By partnering with Wave, you enhance your channel partner sales support, empowering them to be more productive and successful in selling your solutions.

Please contact Wave for more information.

Your Best Partner™

RevOps: in our DNA, driving your growth

At Wave, revenue operations (RevOps) isn't just an approach, it's the very fabric of our being. It fuels our mission to propel businesses towards rapid growth, ensuring your success is interwoven with every aspect of our approach.

This deep commitment to RevOps stems from the very core of our leadership. Our two founders, veterans of the sales and marketing world with extensive experience in television and Fortune 500 companies, bring a wealth of knowledge and expertise to the table. They understand the challenges and opportunities businesses face, and they've built Wave to be the ultimate partner in your growth journey.

Our focus is on streamlining RevOps for our clients. As a result, Wave provides strategies that address sales, marketing and customer success. Each contributing to building pipeline, accelerating deal cycles, and improving relationships. Our mission is to ensure you have the ideal customer experience and that we become your best partner.