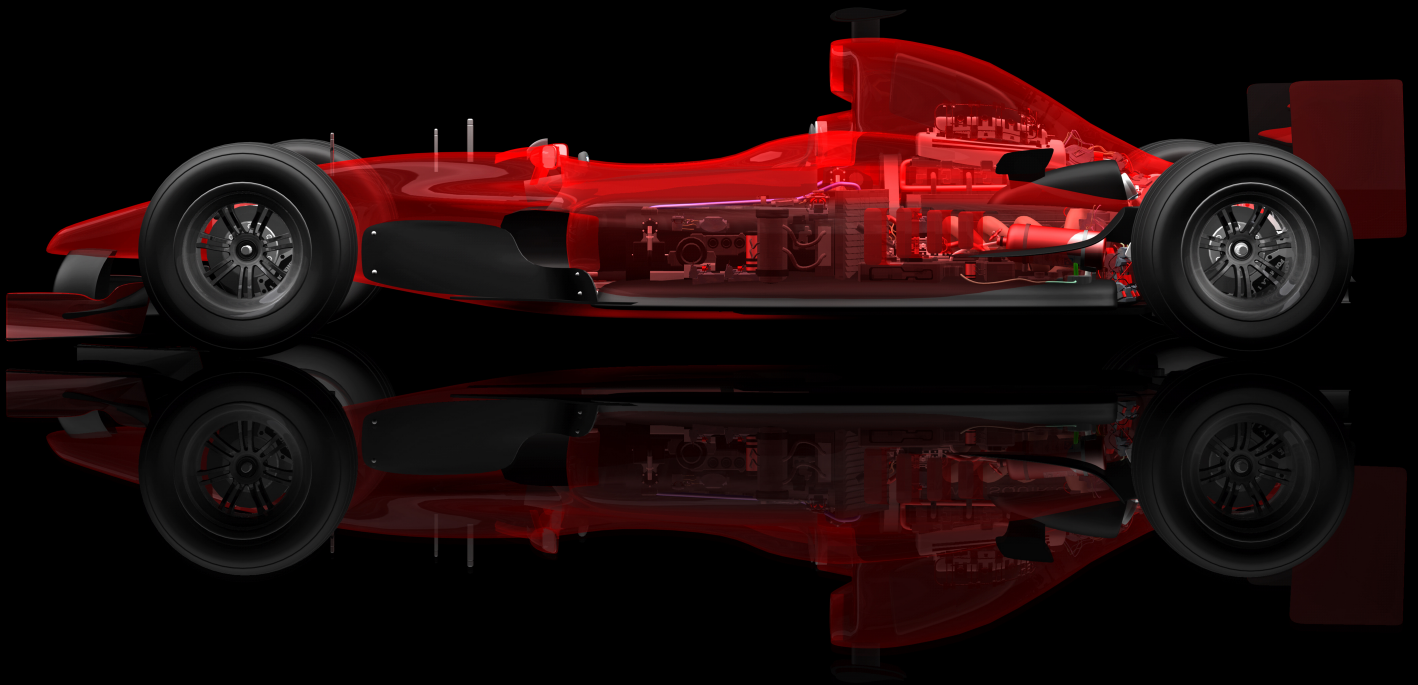


**GROWING YOUR
REVENUE IS OUR
BUSINESS.**

Wave



Shift to Success

Shift to Success: Turbocharge Channel Sales with Channel Development by Wave

Introduction

Imagine your business as a high-performance race car. To win the race, every part must work perfectly and be in top condition. But maintaining and fine-tuning every component yourself can be overwhelming and costly. What if you had a team of experts, each specializing in a different part of the car, ensuring everything runs smoothly while you focus on driving to victory?

The Race Car Pit Crew: Your Key to Success

In the world of high-performance racing, a pit crew is essential to the success of the driver. They manage tire changes, fuel, and repairs during the race, allowing the driver to focus on winning.

Similarly, Wave Representatives acts as your pit crew, handling key business processes such as Channel Development. This ensures your channel sales and marketing efforts are optimized for success.

Typical Deficiencies Addressed

Slow Sales Support: Companies can struggle to provide timely and effective sales support to their channel partners, resulting in missed opportunities and disengaged partners. By outsourcing to Wave Representatives, we'll hire, train and manage dedicated inside salespeople, (Channel Development Representatives – CDRs), to ensure rapid and efficient support, keeping your partner's momentum strong.

Deal Updates: Keeping track of deal progress and updates is crucial. Your managed CDRs can provide real-time updates and insights, ensuring you are always aware of the status of your deals.

Follow-Up: Effective follow-up is essential for closing deals. Your managed CDRs ensure that follow-up is consistent and thorough, increasing the likelihood of closing deals and maintaining strong relationships.

Partner Education: Regular sales training and education for partners are often neglected. We have over a decade of experience supporting channel partners and can help you create a partner program that provides continuous education through video segments, newsletters, and AMAs, ensuring your partners are always knowledgeable and equipped to effectively sell your products.

Resource Constraints: Limited internal resources can hinder your ability to scale your channel efforts. By outsourcing your inside salespeople to Wave Representatives, you can quickly scale based on your needs, ensuring you always have the right level of support.

By leveraging specialized teams for key business functions, you can focus on driving growth and innovation while ensuring every part of your operation runs smoothly. At Wave Representatives, we bring the expertise, technology, and experience to help you achieve this balance, delivering superior results and significant cost savings.

Let us be your pit crew, so you can stay focused on winning the race. Contact us today to learn more about how we can help you optimize your channel sales and marketing efforts.



Your Best Partner™

Growth starts with GTM. That's why it's at the core of everything we do at Wave Representatives.

High-performance Go-To-Market (GTM) strategies are what sets us apart. It propels our clients towards success and is interwoven with every aspect of our approach.

Our two founders, David and Glenis Marsh, are veterans of the sales and marketing world with extensive experience in television and Fortune 500 companies.

This deep understanding of the market fuels their passion for crafting high-performance GTM strategies. They understand the challenges and opportunities businesses face, and they've built Wave Representatives to be the ultimate partner in your growth journey.

Wave Representatives leverages GTM strategies that address both sales and marketing with a focus on people, process, and technology. Each contributing to building pipeline, lowering customer acquisition costs, and improving relationships.

Our mission is to ensure you have the ideal customer experience and that we become your best partner.

Ready to take your GTM to the next level?

Contact us for free GTM assessment or [subscribe to GTM Pipeline](#) for ongoing insights.

