

# Creating High Performing Channels

## Abstract:

The fastest and most cost effective method for technology companies to expand into new geographies is using a "channel" program. Unfortunately, these initiatives are often rife with disappointing results that deter further channel investment. Yet, there are best practices, based on hundreds of proven and successful channel programs that help establish and clarify channel strategy, define partner recruitment and support ongoing channel management.

## Learning Objectives:

The presentation will:

- Identify common channel issues and pitfalls
- Illustrate "best practices" in channel strategy, recruitment and management
- Highlight where critical resources should be committed to ensure channel success

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