



Channel Leaders

20

22

MESSAGE FROM YOUR COMMUNITY MANAGER

This year has been a truly formative year for the Channel Leaders community. The group has grown from around 60 in January to 241 in December! Thank you to all of our members - those who have contributed and those who have watched from a distance - we appreciate you all!

I have really enjoyed connecting with others in the Channel industry - clients, friends and other contacts, whom I would never have had the pleasure of knowing had it not been for our community. Sharing expertise and experience has always been at the heart of the Channel Leaders mission and I think we have finally reached this milestone in our growth journey!

Tom Perry
CEO & Founder
Sherpa

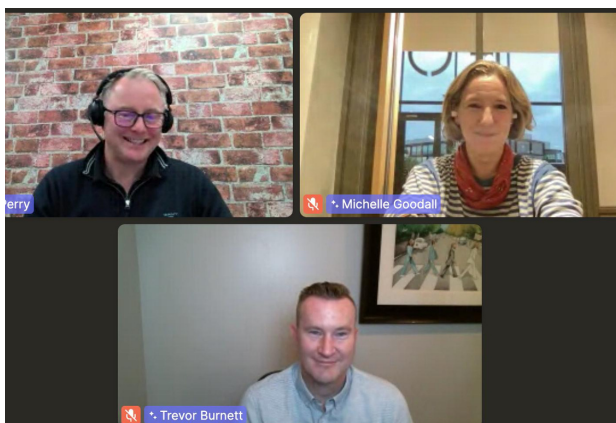


We have BIG ambitions...

to keep expanding the knowledge base around channel and ecosystems, whilst growing our community; this year we have discussed...

- **Partner assessment** - why do it, how to do it, challenges and benefits
- **Evaluating Partners** - what are the key metrics
- **Services for ecosystems** - what drives success, how do Vendors and Partners differ
- **MDF** - planning, budgeting and benchmarking
- **Channel events** - feedback and insights from events like ChannelCon, ImpartnerCon, CRN Women in Channel Awards, PLX Summit, Catalyst Miami and Sherpa's own events like State of Channel
- **ABM for Partners** - how to do it successfully

OUR TOP EVENT



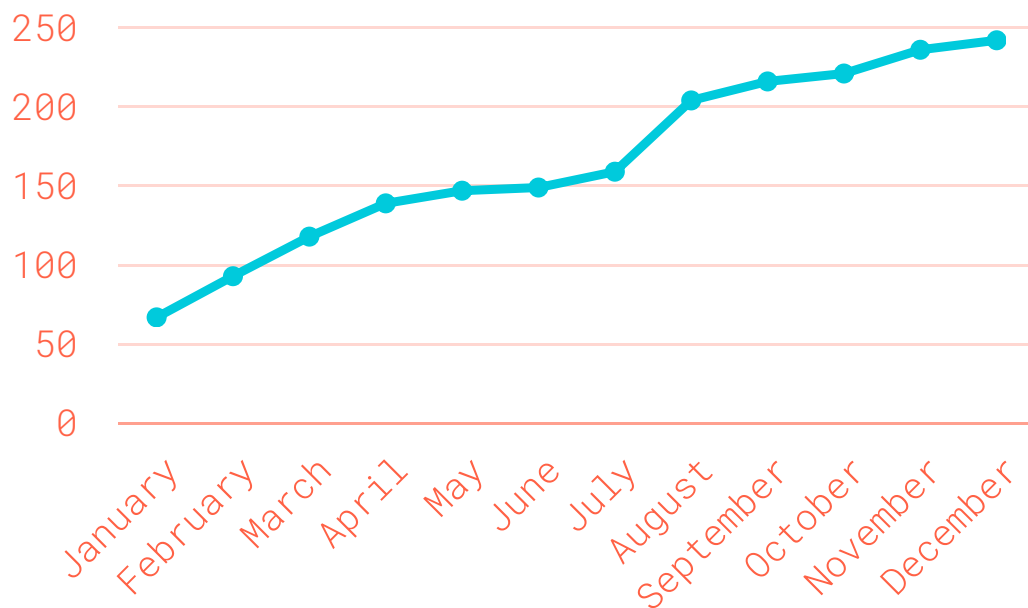
"The Importance of Community in Channel" with panellists from Impartner and Guild

[Watch again](#)

WHERE IN THE WORLD ARE OUR MEMBERS...



CHANNEL LEADERS MEMBERSHIP



"Channel Leaders continues to provide valuable insights into the challenges and successes experienced by senior leaders in Channel, as well as being a supportive and welcoming community of individuals who really thrive from sharing best practices."

*- Rachel Crumpler, Senior Manager,
International Channel Marketing - Epicor*

In 2022, we had 52 different conversations and 1000+ messages were sent in Channel Leaders

Laz

TCMA only works if you avoid a "build-it-and-they-will-come" approach. Taking a balanced approach of to-partner & thru-partner works best, along with making sure you include an element of marketing planning, e.g. tailored campaigns for both low-touch and high-touch partners. Otherwise, no matter what tools you use. It's important to work with a vendor with best-practices. Good luck!

23 Aug



Jay

According to our research, only 50% of companies have invested in TCMA and 17% are fully satisfied. The elephant in the room is that 2/3 of partners (across all industries) fall into the "do it for me" or "do it on behalf of me" camps - it doesn't matter how great the tools are - they aren't coming. The answer has been strong digital agency type pairings with TCMA solutions to do the concierge, white-glove, creative, and marketing execution for the majority of partners. I wrote a few Waves comparing companies and the current tech landscape shows 46 firms.

Canalys Channels Ecosystem Landscape 2022



Pascale

Hi James, it's a great question - to me, Ideal Partner Profile can be quite deep: firmographic information but also business information that is quite challenging to uncover (e.g. end customer profile, number of sales reps). The hardest part of that is marrying those criteria with organizations that are actually looking to actively partner with vendors. Particularly at scale. Happy to DM you if you want to connect and look in more detail at how I've seen this done successfully.

07 Oct



Chelsea

What are everyone's thoughts on charging partners an annual program fee? I've seen this go both ways so curious what others experience has been.

26 Sep



Denise

I personally think you have to be a really strong brand and/or provide a lot of material benefit to pull that off

26 Sep



Des

Yes to charging but not if your can't show the value of the partnership to grow that channel partner business.

27 Sep



Andy

Adding to Tom's wisdom (and sorry if this is obvious) but make sure you do full financial due diligence on any new partner - credit and trading history, public financials etc. - lots of 'born in the cloud' new partners talk a good talk, but are built on precarious financials.

07 Sep



Kate

Hi, Denise! I have seen investments made in Partners who have are new to the program, but they must be under contract. For a new or non-performing partner with potential, focus on demand gen activities and save your channel development dollars for partners who are actively quoting and selling to deepen and expand that relationship; same budget for sake of simplicity. When it comes to reimbursement, credit to the account is an excellent option to offer customers, but others will likely prefer ACH/wire transfer. I've seen payments made before the activity, after, or half before, half after.

08 Sep



Denise

Thank you everyone!

12 Sep



In 2023...

We want to grow as a community and continue to provide more value to our members with three objectives for 2023...



01 — More content + better conversations

We know that supporting conversations with great content is important to you as members. Developing more in depth content, specifically tailored to Channel Leaders is one thing we are keen to explore. These might include member spotlights, short interviews and blog posts.



02 — Host more live events

This might take the form of in-person events or online webinars in our group via the video room functionality. We hosted our first webinar in November, and we want to investigate having much more regular events, hopefully monthly.



03 — Get to know our members better

In order to achieve goals 1 and 2, it is vital for us to build a strong relationship with our members, and understand exactly what you want to gain from Channel Leaders.



Thank you to all our members
and we hope you have a great
2023.

[Join Channel Leaders now](#)



Channel Leaders