



Path Towards Channel Excellence

PATH TOWARDS CHANNEL EXCELLENCE - AGENDA

- Introduction to RASA Consulting.
- State of Channel Partners.
- Marketing Services – What's Your TAM?
- Is Your Funnel Built For Success?
- How is Your Funnel Flywheel Working?
- What's your Path to Channel Excellence?
 - **(FREE Partner Program Health Assessment!)**
- RASA Consulting Services.
- Client Testimonials.

INTRODUCTION TO RASA CONSULTING

Strategy, Program
Innovation & Execution

Partner Recruiting
& Onboarding

Sales Enablement &
Revenue Acceleration

13

**Years of
Experience**

6k+

**Channel
Partners**

1 million+

**Businesses
Educated**

THE STATE OF CHANNEL PARTNERS

- The traditional channel partner manages several vendors.
- Margins continue to slide – hitting an average of 17% in 2018.
- Moving towards a 360 ecosystem approach and away from a tiered (pyramid) approach.
- Moving towards partner success and away from PRM.
- A resurgence of channel partner communities and the need to understand target audiences with absolute clarity.
- *“channel partners are looking to cut through the hype and build practices around technologies that provide near-term and profitable extensions to their businesses”* **Jay McBain**, Principal analyst, global channels, Forrester

Source: Forrester blog “what I see coming for the channel in 2019”

THE STATE OF CHANNEL PARTNERS

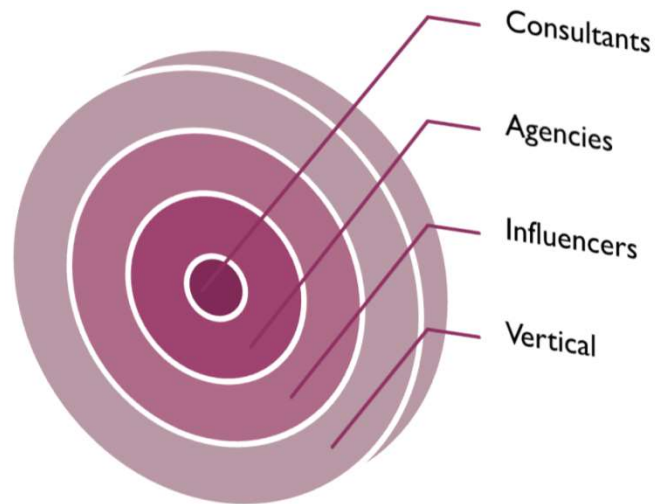
- Third-party channels are responsible for more than 70% of global revenue. *(source: Forrester "What I see coming for the channel")*
- 70% of B2B SaaS companies have some type of channel partner program. *(source: Crossbeam 2020 State of the Partner Ecosystem Report)*
- With emerging technologies such as IOT & automation headlining the marketplace channel partners are primed and ready to add new opportunities to their portfolios.
- Recurring revenue can be a savior and revenue accelerator for channel partners going forward.



WHAT'S YOUR TOTAL ADDRESSABLE MARKET (TAM)?

Total Addressable Market Estimated @ 250k (+/- 25k)

Before you determine the total addressable market for your service, you must first understand what the characteristics of your best partners are. What does their success look like?



- **PRIMARY TIER:** Marketing Consultants
10,000-15,000
- **SECONDARY TIER:** Marketing Agencies
25,000-30,000
- **TERTIARY TIER:** Micro Influencers
65,000-80,000
- **QUATERNARY TIER:** Verticals
120,000-150,000 *

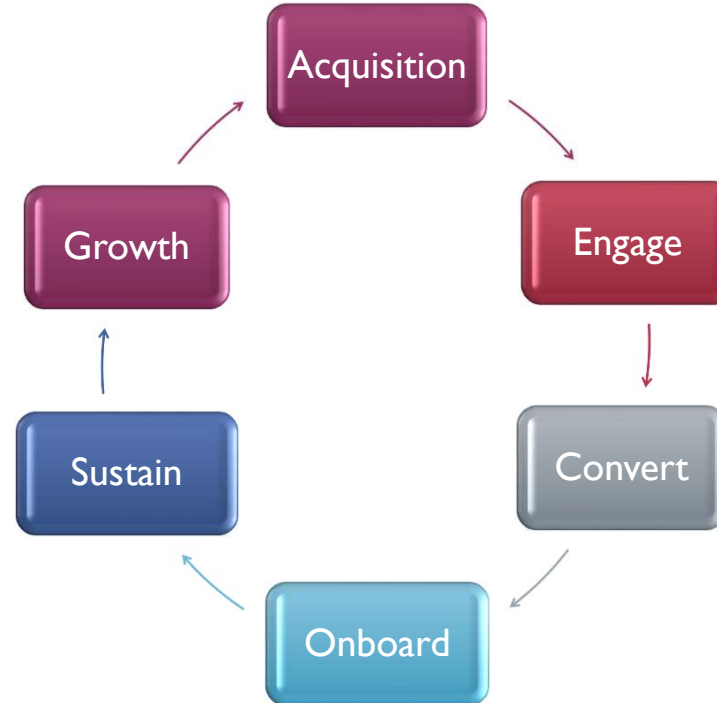
IS YOUR FUNNEL BUILT FOR SUCCESS?

- The key to a successful funnel requires a great partner journey that is built on the outcomes you are looking to achieve.
- The key to revenue acceleration is aligning what enters the top of the funnel with organizational goals. Nothing is more important.

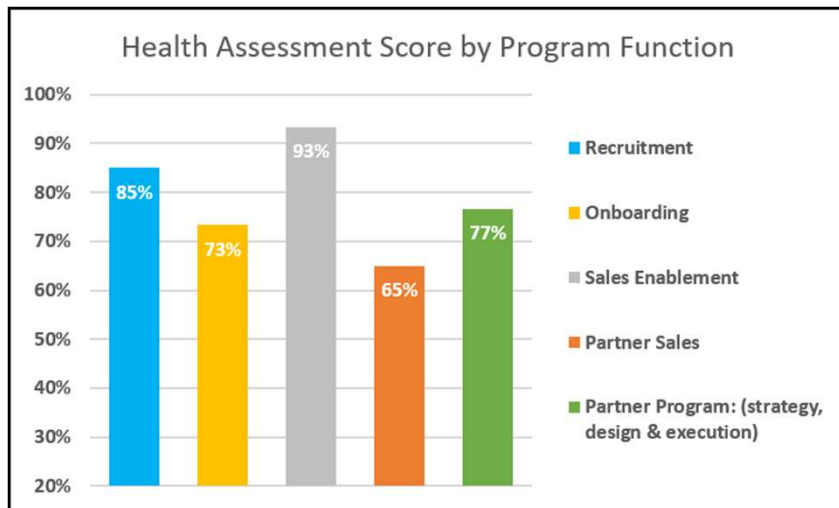


HOW IS YOUR FUNNEL FLYWHEEL WORKING?

- Are you acquiring partners based on your ideal partner profile? Are you engaging through a partner value proposition that resonates?
- Are you converting quickly and efficiently and following that up with a rigorous onboarding and strategic quick start?
- Once the partner enters your program are you enabling them to sustain their success and provide them the opportunity to accelerate their revenue growth?



WHAT'S YOUR PATH TO CHANNEL EXCELLENCE?



- RASA Consulting offers a *partner program health assessment* designed to provide a snapshot of how your channel is doing.
- We ask questions on partner recruitment, onboarding, sales enablement, partner strategy and execution that can provide baseline guidance and suggested next steps to help you improve your path to channel excellence.
- If you would like to take this 8-minute assessment* follow the link below and you will be on your way!
- [Partner Health Assessment \(link\)](#)

(Alternatively, you can enter this URL: <https://forms.gle/gzE8PGjxnGbZAUtg7>)

RASA CONSULTING SERVICES

- Partner program health assessments
- Data driven program innovation
- Strategy, design, execution
- SaaS modeling, partner KPIs
- Profiling, PVP & playbooks!
- Acquisition & recruitment
- Onboarding & training
- Certification
- Sales enablement
- Sales & revenue acceleration
- Partner satisfaction surveys (VOP)
- Advisory, coaching, mentoring
- Talent strategy & execution

Partial client list

Constant Contact® 

thryv SmartMail®

 Bentobox

 JotForm  bigmailer

CallRail  Robly

 Infusionsoft
by Keap

TESTIMONIALS *

"Richard helped bring clarity by dissecting the channel through a top-down funnel approach... leading to next best steps to accelerate our growth. I unhesitatingly would recommend Richard for your organization."

Grant Freeman – VP Client Success at Thryv, 10/26/20

"I had the pleasure to work with Richard during my 5 years at Constant Contact. He is a true leader that understands ...the difference between being a manager and a leader. His style of communication is transparent and open. He has the unique ability to be able to identify strategic opportunities and break them down into tactical activities that drive the core key performance indicators."

Stephen McTigue – Sales Leader Constant Contact, 5/17/17

"Richard transformed the team, the recruiting motion and innovated the approach. He delivered results all the while controlling expenses as if it was his checkbook. I found Richard to be a strong leader... willing to do whatever it took to reach the goals of the company. He comes with a data driven mindset and deep channel knowledge. He would be a terrific asset to any leadership team."

David Vieregg – VP Sales at Infusionsoft, 7/8/19

"Richard epitomizes leadership and what it means to partner with businesses [marketing agencies] like mine. My business has benefited from Richard's guidance and commitment to not only my success, but to all the partners in the program. I would not hesitate to work with Richard in any capacity in the future – he is someone you can trust and believe in."

Javed Khan – Empression Digital Marketing, 1/28/17

* Testimonial sources: [Richard Israel's LinkedIn page](#) under Recommendations



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