



**CHANNELASSIST**  
INFLUENCE ENABLE REWARD



# THE REAL COSTS OF RUNNING A DIY CHANNEL ENGAGEMENT PROGRAM

Are you tempted to run a DIY program?  
Think again.



Partner programs work. Channel Partner Engagement Programs grow sales, expand your reach, educate reps and turn them into Brand Champions. They are proven effective motivators and can go a long way to improving your bottom line.

The level of effort required to properly manage a successful program is often undervalued, causing an organization to assign someone to administer the program on top of their current role. But there are many sophisticated processes running in the background that make it look easy. Most organizations are shocked to discover the investment in time and resources it takes to run an effective program. Those that embrace that reality realize phenomenal revenue growth of up to 40% from channel advocates that lead with their brand.

# ARE YOU TEMPTED TO RUN A DIY PROGRAM? **THINK AGAIN.**

A successful channel engagement program requires:

- Program management
- Technical development
- Value engineering
- Website and database development
- Mobile readiness capabilities
- Scalability for peak periods
- Regulatory & taxation compliance
- Financial management
- Reporting & business analytics
- Claim management & validation
- Strategic marketing & communications
- Graphic design, content development & copywriting
- Participant support
- Training initiatives
- Reward fulfillment
- Gamification

...and more!





Here are just a few of the hats your in-house administrator will have to wear, costing time, money and resources!

## PARTICIPANT SUPPORT

**The resources to rollout and administer the program.**

How many person hours does running a channel incentive program use?

Rolling out a program to 1,000 reps:

- 25% of the reps calling for 5 minutes = 21 hours of calls in the first month
- 10% of the reps calling for 5 minutes = 8 hours of calls/month post-rollout

This does NOT include messages, call-backs or when things don't go as planned!

## REWARDS MANAGEMENT

**The ability to source and administer rewards in an auditable and timely manner.**

Rewards cards are not only demanded, but expected today, offering the highest choice and flexibility.

- 70% of businesses use reward cards as part of an incentive program, spending over \$24 billion annually.<sup>1</sup>
- 40% of businesses use reward cards specifically to increase sales.<sup>2</sup>



## TECHNICAL KNOWLEDGE

**The tech savvy to not just implement an engagement program but to keep up with the latest trends to beat the competition.**

- Reps will automatically gravitate to the program that is not only the most lucrative, but simple, predictable and fun.
- Your program must be optimized for mobile; 60% of organizations are incorporating mobile capabilities into their programs<sup>1</sup>
- Using some sort of gamification is a must. The global gamification market is expected to reach \$22.9 billion by 2022.<sup>3</sup>
- Gamification is a fresh and fun way to deliver business content. Adults participating in gamified eLearning scored 11% higher in factual knowledge and 9% higher in retention rate.<sup>4</sup>
- 79% of corporate learners and students said that they would be more productive and motivated if their learning environment was more game-like.<sup>5</sup>
- The more knowledgeable and confident a rep is in your product's features, benefits and strengths against the competition, the more they will promote that product.

## MARKETING EXPERTISE

**The resources to create and implement an ongoing strategic marketing plan.**

"Sales force compensation represents the single largest marketing investment for most B2B companies."<sup>6</sup>

- And it doesn't stop with putting the plan in place, you need ongoing marketing communications to keep your program front and center with sales reps.
- Marketing must also gather business-based feedback using tools such as frequent surveys and content ratings to ensure the program is always optimized.



## BUSINESS ANALYTICS

**The ability to collect and analyze program data for increased visibility and value proposition optimization.**

Analytics have the power to:

- Enable timely data-driven business decisions
- Predict how various changes can impact rep performance and revenue
- Enhance the reach and efficacy of your program
- Prevent fraud and detect efforts
- Identify trends and opportunities

## FINANCIAL MANAGEMENT, TAX & LEGAL COMPLIANCE

**The resources to keep up with payments and remain current with changing regulatory environments and tax laws.**

- Nearly 60% of organizations agree that government regulations are making it more difficult to design and remain compliant with their reward and recognition programs.<sup>1</sup>
- Many DIY programs suffer from late disbursements (> 60 days) having a major impact on participation.
- Others skip easy tax compliance measures, exposing the organization to risk and penalty.



## DON'T FALL FOR THE DIY EVANGELISTS

There are companies that will tell you that you can do it all yourself and they offer free, generic software to get you started. But they make their money off the rewards and upsell services you need to support your DIY program. A successful, long term incentive program needs more than a rich rewards catalogue and ad hoc help.

**A successful channel engagement plan needs to be implemented with:**

- Short- and long-term business goals;
- A strong value proposition;
- Dedicated support;
- Predictable program management;
- A variety of engagement activities and incentives;
- Regular updates; and
- Rich business analytics

to ensure that the program is continuously meeting your goals and delivering ROI.

If you have a roster of available skilled resources and an experienced incentive manager in house, you may be able to meet the demands of running a channel program, but that will cost you more than running the program through a company that specializes in them. If you simply assign your program to a current employee who has additional responsibilities, it will be impossible to run successfully, and the opportunity costs will be considerable. They won't be focusing on their key responsibilities; they certainly won't have the bandwidth to grow with your program, and both their work and your program will suffer.

The most successful organizations draw on the experience and knowledge of experts like ChannelAssist, who specialize in channel engagement programs and deliver robust analytics to serve up business insights on demand. We can help you make informed decisions on where to spend your channel engagement time and money for the highest ROI. A ChannelAssist program can cost as little as \$3000 a month, with an implementation fee as low as \$25,000. DIY programs are set up for failure. Let us help you generate greater channel engagement, increase business visibility and drive revenue growth. Stop choosing between opportunities! [Call ChannelAssist today!](#)

**REQUEST A DEMO**

Sources:

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