

What's Keeping Channel Chiefs Up at Night?

Results of a research with top
channel leaders



Intro

In times of economic constraints, businesses often turn to their channel partnerships for growth opportunities. However, you're not alone in seeking your partners' attention when times get tough.

The following slides present the results of research that delves into the challenges faced by channel executives.

We uncover what channel leaders are receiving - or not receiving - from their partners and the actions they are - or aren't-taking in response.

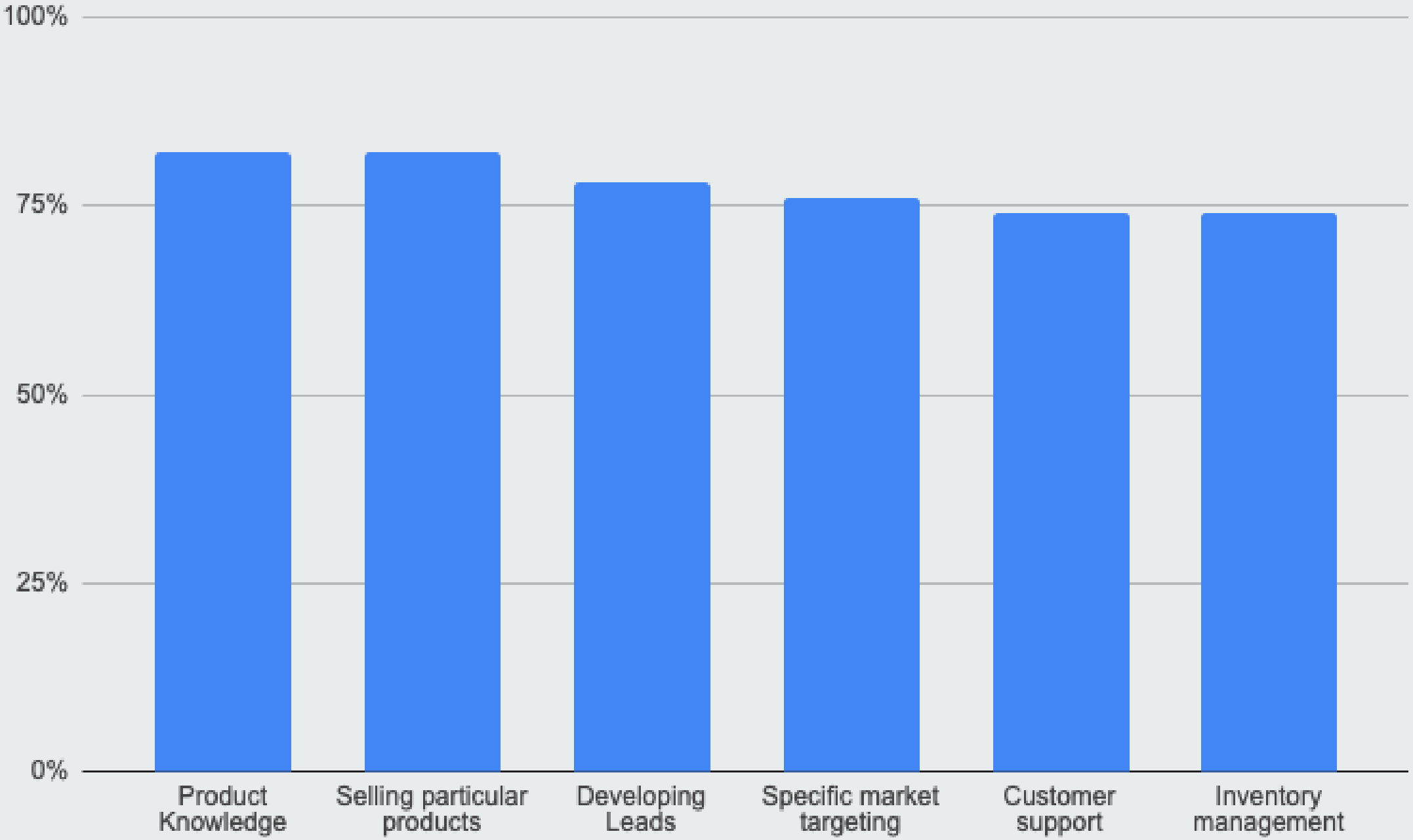
We interviewed 297 channel leaders from mid-sized (US\$100 million - US\$1 billion) and large (over US\$1 billion) companies across technology, manufacturing, and consumer goods industries.

We asked three questions to 297 channel leaders:

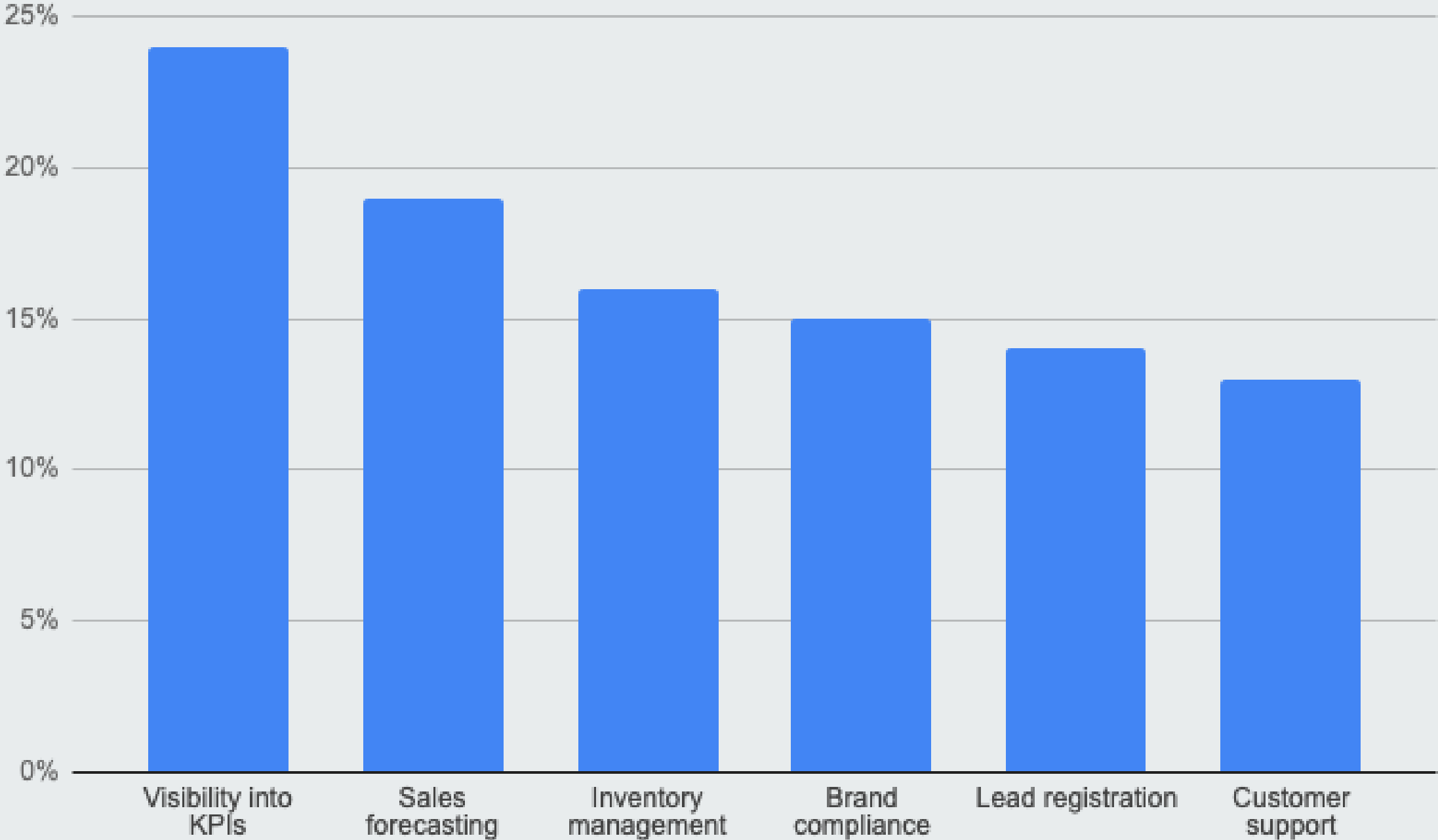
- ① What do you value the most?
- ② What are you most dissatisfied with?
- ③ What do you incentivize?

This document highlights the findings for the **manufacturing industry**.

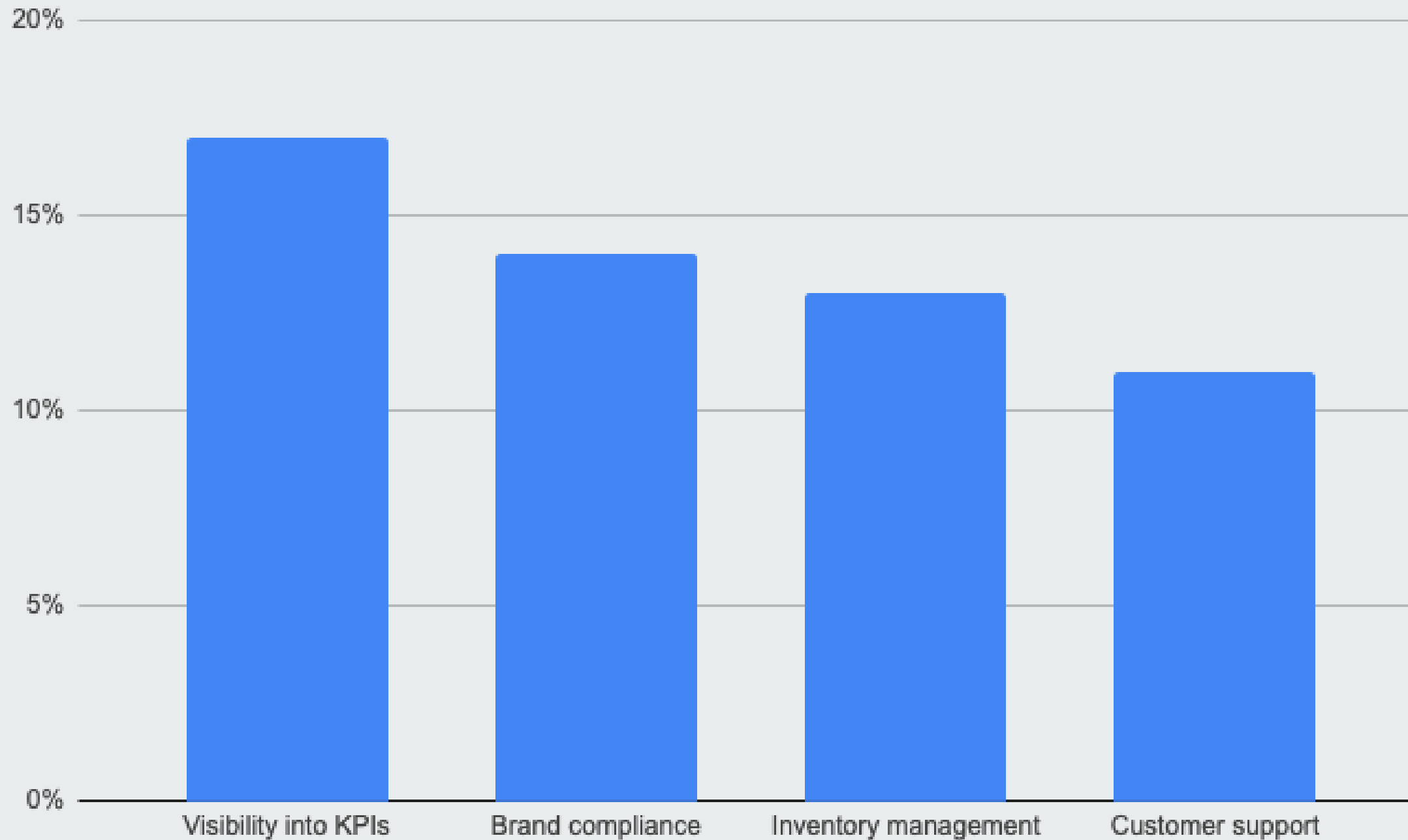
What is most valued



What is most unsatisfactory



The PVI for Manufacturing



Incentive dissonance

Incentivization align with PVIs?



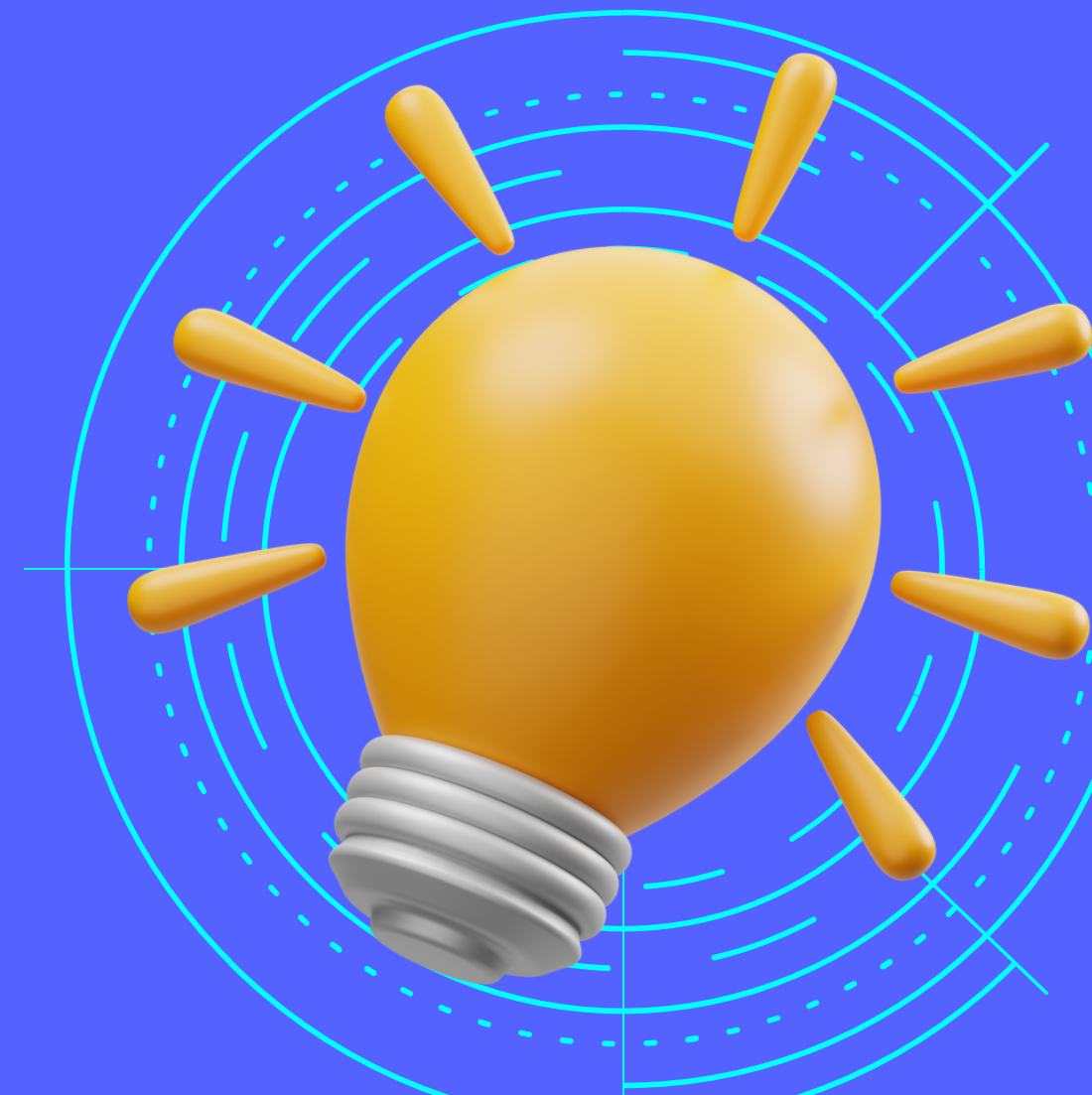
Top incentivized functions

Length/mgmt of sales cycle	11%
Opportunity development	18%
Acquiring new customers	5%
Customer support	37%
Inventory management	26%

**percentage that incentivize*

Selling particular products	58%
Customer support	37%
Overall customer sat results	37%
Product knowledge	32%
Upselling/cross-selling	32%
Planogram compliance	32%

How to solve it?



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A comparative look

	Tech	Manufacturing	Consumer Goods
Consider channel partners not loyal	29%	42%	44%
Not satisfied with channel partners' growth	27%	26%	33%
Incentive program	80%	76%	70%
No. of incentives per year	14	5	22
Less than 60% participation	53%	37%	47%

Manufacturing

Current

- Selling particular products
- Developing leads
- Customer support
- ~~Upselling/cross-selling~~
- ~~Overall customer sat results~~
- Specific market targeting

Reshuffled

- Selling particular products
- Developing leads
- Customer support
- Visibility into KPIs
- Brand compliance
- Specific market targeting

Learnings

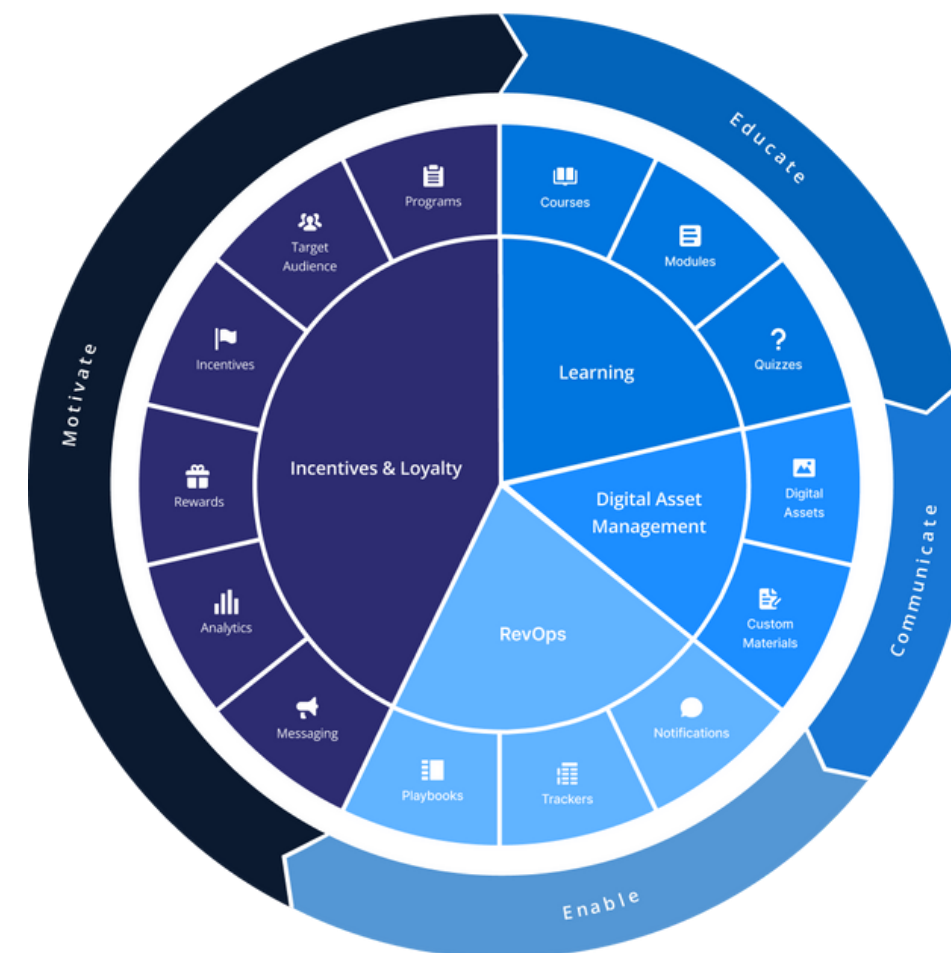


1. Reshuffle your incentive program investments to go where the problem/value is
2. Want loyalty? Want growth? Innovate!
3. Don't get ball-and-chain'ed by the spreadsheet

We help organizations of all sizes to accelerate and expand their channel revenue.

Organizations worldwide, including Google, Audi, Philip Morris International, and many others rely on the Fielo to turn their indirect channels into a powerful competitive advantage.

- Educate - Channel Learning & Readiness
- Communicate - Through-Channel Marketing Automation
- Enable - RevOps
- Motivate - Channel Incentive Management



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