

# 4 Elements of a Successful Partner Value Proposition

## 1 Listen and Learn

Ask your partners a series of probing questions to determine their capability to be a solid business partner.

What are your **objectives**?



How will you **measure success**?



What's holding **you back**?



What will you gain from a successful **partner experience**?

How will you decide the right **vendor** and **service** for you?

The answer to these questions helps to formulate how your products and services will deliver the **desired partner value**.

Competitor's value proposition points

Your prospect's desires

Your **unique value**

Your value proposition points

## 2 Street Cred

Results say everything. A winning value proposition is only believed when backed with examples.



Vendors realize they are competing **for partner mindshare**.

The winners deliver compelling value propositions displaying the clear business case for each individual partnership.

Successful customer case studies, sales/technical training and financial incentives and discounts, as well as MDF and deal registration are keys to **piquing partner interest**.



## 3 Keep It Real

Buyers and partners alike struggle to differentiate between available solutions. Help your company cut through the clutter by:

### Staying real and down to earth

Make sure partners understand what your product actually does.

### Know your competition

Explain how your offerings are superior and why.

### Focus on lowering your partner's cost of doing business

Showing partners how you can help lower their costs is a big differentiator.

### Have specific use cases handy

Understand what core problems your product solves and how it solves them.

### Let partners in on future plans

Keep them in the loop on updates and ask their opinion.

### Be easy to work with

EODB is the biggest determinant for partners.

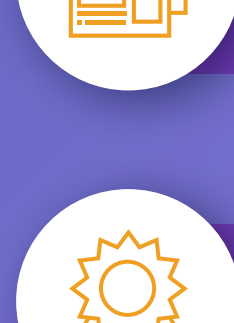
They want vendors who can streamline workflow and make it easier for them to do their job more effectively.

## Report the Results

So, you've developed, communicated and implemented your partner value proposition, but how do you keep partners motivated to invest in and promote your solutions?

**By demonstrating both qualitative and quantitative benefits of the business relationship.**

Share visual reports and dashboards that show the ongoing benefits they gain from the relationship.



Programs



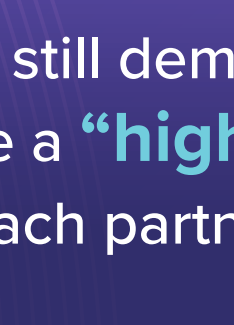
Rewards



Discounts



Training



New Customers

Partners want simplification, but still demand a personalized experience. Vendors must emphasize a **“high touch”** approach that provides targeted information for each partner at critical moments.

See how a compelling partner value proposition can make it **all add up** for your business.

[Download the eBook](#)

#### How Vistex Adds Value

With the rising cost of customer acquisition, the rapid pace of innovation and intense competition for market share, high tech companies must monitor program performance, drive demand and protect margins for critical revenue growth. Vistex enables high tech companies through an integrated solution that manages the full breadth of direct and indirect channel management including CDM, contracts, pricing, ship & debit, rebates, Co-op & MDF, incentives and IP royalties. High tech companies can now improve profitability through automation of complex programs, insights into program performance, incentive calculation accuracy, overpayment avoidance, increased compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

#### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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