

# 7 Reasons You Need A Compelling **Partner Value Proposition**

A **partner value proposition** helps partners make better choices and deliver more competitive business solutions.

**69%** of B2B companies have established a value proposition

**54%** of companies do nothing to optimize their value propositions

Ultimately, it is mutually beneficial for both vendors and partners. But how and in what ways? Lets take a look:

1

## Easier Partner Recruitment

The success and challenges of a partner recruitment campaign hinges on the strength of the partner proposition. A better proposition gets faster engagement from prospective partners.

2

## More Choice, Better Partner Selection

A stronger proposition generating increased interest from the channel enables vendors to be more selective about the partners they work with resulting in more suitable, more proactive, and more profitable partners.

3

## Faster Partner Market Engagement

Better partner selection of more suitable and effective partners leads to faster market engagement.

4

## Quicker Pipeline Traction

Faster market engagement produces faster opportunity development and progress through the pipeline.

5

## Market Growth and a More Lucrative Channel Network

A better partner proposition ultimately leads to a more effective sales channel, market, expansion, and revenue growth.

6

## Increased Market Share

A compelling partner value proposition enhances the vendor's competitive positioning.

7

## Loyalty and Successful Long-Term Partnerships

Ongoing engagement and communication create insights and results that shore up the partner relationship and deepen devotion.

See how these 7 steps can make it all add up for your partner value proposition. [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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