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

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

> companies have established a value proposition

companies do nothing to optimize their value propositions

partners. But how and in what ways? Lets take a look:

Ultimately, it is mutually beneficial for both vendors and



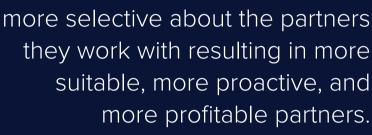
hinges on the strength of the partner

partner recruitment campaign

Easier Partner Recruitment

The success and challenges of a

proposition. A better proposition gets faster engagement from prospective partners.



channel enables vendors to be

A stronger proposition generating

More Choice, Better

increased interest from the

Partner Selection

suitable, more proactive, and more profitable partners.



suitable and effective partners

leads to faster market engagement.

Quicker Pipeline Traction

Faster market engagement

produces faster opportunity

development and progress

through the pipeline.



Increased Market Share A compelling partner value proposition enhances the vendor's

competitive positioning.



deepen devotion.

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

compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

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

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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