



Building High-Performance Channel Partner Programs

in the Building Product Manufacturing Industry

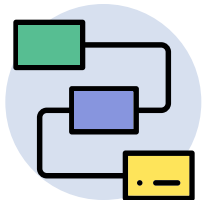
Introduction



2.5X

FASTER REVENUE GROWTH

Experienced by companies that prioritize channel partnerships experience



75%

OF A COMPANY'S REVENUE GENERATED BY CHANNEL SALES

On average

The building material manufacturing industry is facing increased competition and a challenging economic climate. In order to be successful, your organization must find new ways to reach customers and drive business growth. According to a report by Forrester, companies that prioritize channel partnerships experience 2.5 times faster revenue growth than those that don't¹. Additionally, a study by Gartner found that channel sales generate 75% of a company's revenue on average².

In this ebook, we'll explore the importance of channel partnerships, as well as key strategies to help you unlock the full potential of your dealer and/or distributor marketing programs. We'll also discuss how Partner Relationship Management (PRM) platforms can boost awareness for your brand, generate leads, and increase sales.

The Current State of the Building Material Industry

Before we dive into the importance of partnerships, let's take a look at the current state of the economy and the challenges faced by the building materials manufacturing industry. According to Gartner, the construction industry continues to face a labor shortage, rising material costs, and supply chain disruptions, making it challenging for manufacturers to meet demand³. Additionally, the COVID-19 pandemic has led to increased volatility in the market, and the economic ramifications are still being felt today. As a result, manufacturers are under pressure to innovate, streamline their operations, and drive revenue growth.



The Importance of Channel

A great way to address the current market instability is to put focus on building solid partnerships. Why? Because partnerships, or channel, enable you to expand and nurture relationships with key distributors and dealers. Through this kind of program, you can engage and empower your distributors and dealers with the latest product information and training materials, and ultimately drive greater sales. Here are some key reasons why partnerships are so important:

- 1. Access to new markets:** By working with partners who have a strong presence in a particular market, you can tap into new customer bases.
- 2. Increased brand awareness:** Co-branded marketing campaigns, joint webinars, and other collaborative initiatives foster brand recognition, amplify marketing messages, and secure greater footing in the market (and keep you one step ahead of the competition!).
- 3. Shared expertise:** A bigger network of experts means a larger library of knowledge and connections.
- 4. Increased sales:** An engaged channel means access to your partners' sales teams and their own connections. Tapping into this revenue stream opens up more opportunities for market penetration.



7 Key Strategies for Constructing a Successful Channel Program

Constructing a successful channel program requires a strategic approach. Here are some key strategies for building an impactful and revenue-generating program of dealer and distributor partners:

- 1. Selective partner recruitment:** Building strong partnerships requires selecting partners with a strong reputation and sales ability. Focus on recruiting the right type of partners, including those that share your company values and are aligned to your goals.
- 2. Providing training and resources:** Partnerships require investment, and you must provide partners with the tools they need to succeed. This includes training materials, marketing resources, and technical support so your partners feel informed and represent your products effectively. According to a Forrester study, companies that prioritize partner experience achieve 1.5x higher partner program revenue growth compared to those who do not prioritize partner experience⁴.
- 3. Developing joint marketing campaigns and initiatives:** Joint marketing campaigns and initiatives can help you and your partners generate leads and close deals. These campaigns can include co-branded content, emails, webinars, events, and more to generate leads. A study by G2 found that 68% of companies surveyed reported an increase in leads and opportunities as a result of their partner marketing programs⁵.
- 4. Tracking and measuring performance:** Identify areas for improvement by tracking and measuring key performance indicators (KPIs) such as sales growth, lead generation, and customer satisfaction. By developing a strong understanding of which campaigns are performing the best, which partners are excelling and which are underperforming, you can make informed decisions about where to put additional time and resources.



1.5X

HIGHER PARTNER PROGRAM REVENUE GROWTH

Achieved by companies that prioritize partner experience



68%

OF COMPANIES SURVEYED REPORT AN INCREASE IN LEADS AND OPPORTUNITIES

As a result of their partner marketing programs

- 5. Incentivizing partner performance:** Incentives such as rewards and discounts can motivate your partners perform at a higher level.
- 6. Communicating regularly:** Regular communication with partners helps keeps them informed about the latest product releases, new training courses, updates to co-marketing materials, and keeps your company top of mind.
- 7. Providing ongoing support:** Your dealer network has a lot going on, and you don't want to get lost in the noise. Establish a regular cadence with them and offer technical support, sales enablement, and remind them that you are invested in your partnership.

Conclusion

Developing a strong channel program for dealers and distributors is a critical strategy for building material manufacturers looking to drive revenue growth and stay competitive in today's economic climate. With the right partner program and supporting technology such as a Partner Relationship Management (PRM) platform, manufacturers can effectively manage their partner network, build strong relationships, and drive revenue. In fact, companies using a PRM platform can see a 28% increase in partner deal registrations and a 20% increase in partner sales⁶.

PRM platforms, like ZiftONE, offer a wide range of features such as partner onboarding, training and certification, lead distribution, deal registration, and performance tracking. With ZiftONE, manufacturers can easily onboard, train, and certify their partners, distribute leads and track performance, and develop joint marketing campaigns and initiatives. ZiftONE also integrates with leading CRM and marketing automation software, providing you with a single view of partner performance.

If your company is ready to upgrade your channel program and achieved long-term success, consider a quick call with Zift Solution's sale team to discuss your channel goals for the year.



28%

INCREASE IN PARTNER DEAL REGISTRATIONS

Seen by companies using a PRM platform



20%

INCREASE IN PARTNER SALES

Seen by companies using a PRM platform

1. Forrester Research, "Partnering for Growth: Five Imperatives for Channel Leaders," 2021
2. Gartner, "Partner Programs in the Digital Age: Making the Shift to a Data-Driven Partner Ecosystem," 2020
3. "Partner Channel Management Market Guide" Gartner, 2021.
4. Forrester Research, "B2B Channel Partner Engagement: How Collaboration Technology Improves Partner Relationships," December 2020.
5. G2, "Partner Marketing Benchmarks Report," 2021
6. Zift Solutions, "2021 State of Channel Partner Programs Report," 2021



About

Zift Solutions

Founded in 2006, Zift Solutions is the only Partner Relationship Management (PRM) and Through-Channel Marketing Automation (TCMA) tool built as one to work as one. The company's ZiftONE platform manages the flow from onboarding to enablement, lead generation to marketing, all the way through sales. Backed by the most experienced team in the industry, Zift was named the only leader in both Channel Marketing Automation and Partner Relationship Management by Forrester Research and a market leader in Partner Management Software and Through-Channel Marketing Software by G2. For more information, visit www.ziftsolutions.com.

Ready to Invest in Channel Sales?

Contact a Zift Solutions Specialist Today!

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ziftsolutions.com/get-a-demo



"Zift is the BEST. We've used Zift since 2011 and find it to be the best marketing tool. User friendly and the support staff is second to none."

– Nick F., EVP

"The Zift Solutions team is well experienced in the development and execution of channel programs. This helps a lot in the implementation of best practices and driving high channel engagement."

– Adel H., Sales Manager