



Phoenix Consulting Group

CASE STUDY: Fast deployment channel for EMEA region

Situation Analysis

An enterprise software company had recently acquired what is known in the industry as a “tornado” product, one with exponential revenue growth. While there was sufficient sales coverage in the United States, there were only two sales people in Europe who were knowledgeable about the product. The EMEA (Europe, Middle East, Africa) marketing organization launched a demand generation campaign across Europe to generate interest and leads for the new product. To their surprise, delight and dilemma, the campaign generated over 5,000 leads. Sales was facing a crises in capacity, coverage and expertise.

Solution:

The challenge was to architect a high velocity channel that could be recruited, trained and ready to qualify leads within 60 days. The program itself was designed and delivered over the summer months (June-August) with introduction into the field scheduled in September. The EMEA Solution Provider Program embraced both influence and resale models and required partners to complete technical and sales training within 60 days of recruitment. Solution Providers were given collateral, sales tools, leads, and collaborative sales assistance from the company’s direct sales organization to accelerate their selling skills and to capture the immense demand for product.

The Program pioneered portal technology to accept applications for partnership, click wrap contracts, automated fulfillment of demo and development software, training scheduling and support service enrollment. Liberated from these administrative functions, sales personnel were able to focus on facilitating joint selling. This Program was implemented across all EMEA geographies utilizing an English language contract and Belgium law. The original intent was to diverge into multiple languages and governing law; however, because the uniform program proved to be largely acceptable to companies in all EMEA geographies and was so much easier to manage, it became the business norm for the region.

A critical factor in the success of the channel was the unfaltering support and resolve of the EMEA General Manager in promoting an environment of cooperation between direct and indirect sales organizations.

Results:

- Recruited and trained 96 Solution Providers in the first 6 months; 150 in the first year
- Program accounted for 30% of EMEA revenue and nearly 100% of new product revenue in first year.
- Program became the template for the Americas and Asia Pacific partner programs.