



Geoff Ashley & Associates

Specialists in Business Transformation

Geoff Ashley & Associates has more than 40-years of experience working with publishers looking to deliver their complex business solutions to the market utilizing an indirect channel of partners, agents, influencer and associations.

An indirect route to market brings some very unique challenges for any publisher. Add to this the additional complexities of subscription-based solutions and those challenges are multiplied even more. This is where Geoff Ashley & Associates can help. We create and deliver industry dominating tools, methodologies, programs and assets that are specifically tailored to the needs of the publisher and their partner community.

We can help you in many different ways:

1. Channel Essentials:
 - a. The 10 Components of a Dominate Channel Program & Methodology
 - b. Creating/Auditing the Corporate Culture – Will an Indirect Route to Market Succeed
 - c. What Kind and How Many... Whitespace Analysis and Partner Rationalization
 - i. Feet-on-the-Street or Organizational Coverage?
 - ii. Things Other Than Revenue...
 - d. Creating a Common Vernacular
 - e. Limiting is Empowering: The difference between time-to-revenue and manage-to-revenue
 - f. Volume & Velocity versus High Touch Professional Services
 - g. MDF Programs
 - h. Thought Leadership: A DELIBERATE Decision
2. Channel Framework:
 - a. Creation and/or audit of existing framework in order to create a dominate channel program.
 - b. Differentiate between “time-to-revenue” and “manage-to-revenue” – the KEY to efficient, effective and profitable allocation of resources
 - c. Audit or creation of role descriptions, compensation plans and incentive programs appropriate to the role within the organization
 - d. Helping publishers create an “Opt-in” culture for their partners
 - e. Differentiating between “authorization” and “certification”
 - f. Creation and/or auditing your partner types to ensure appropriate routes to market and coverage model
 - g. Creation of rules of engagement – an integral part of every channel program
 - h. Creation or auditing of your Partner Advisory components
3. Channel Management:
 - a. A tested, proven and documented methodology for creating an dominate channel program
 - b. Key to improving/maximizing communications, especially with remote resources
 - c. Key to empowering your resources in order to scale to levels far in excess of the number of people allocated to the roles



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- d. Key to minimizing the tendency towards micromanagement found in most channel programs today
 - e. Key to managing “incremental time” – one of the biggest problems facing all organizations today
 - f. Fully documented program for creating valuable and productive sales meetings, pipeline and forecasting processes, and most important of all...
 - g. A formal process to help you shorten the sale cycle for your channel or your direct sales teams
4. Channel Communications:
- a. Monthly call agenda
 - b. Contributing author
 - c. Presenter
 - i. Webinars
 - ii. Annual shows and events
 - iii. Entire tracks at your conference!
 - d. Win/Loss analysis and Competitive Intelligence programs
 - e. KPI's for your company and for your channel. Cloud and on premise. Complex and prescriptive sales. The entire partner experience!
 - f. Quarterly or annual surveys – including customers.
5. Partner Recruitment
- a. Creation/Audit of Current Corporate Deck
 - b. Creation/Audit of Current Recruitment Script
 - c. Review/Audit of Current Agreement and Terms & Conditions
 - d. Review/Audit of Operational Effectiveness (are you easy to do business with?)
6. Enablement, Education and Training:
- a. Creating self-sufficient partners in 90-days or less!
 - b. Audit/Create authorization and/or certification curriculum (POE, Sales & Marketing)
 - c. Formalized sales methodology with training that can be delivered in multiple formats
 - d. Webinars and electronic presentations can be created and delivered
 - e. Internal training also available
 - f. Additional materials as needed or requested by Client
7. The Executive Experience:
- a. Leadership series
 - i. Creating Role Models
 - ii. Creating Leaders
 - iii. 5- Responsibilities of EVERY POE (Principal, Owner or Executive)
 - b. Business Planning (from simple to complex planning sessions)
 - c. Executive Communications
8. Solution Evolution
- a. A 360 Degree View of the Customer/Partner
 - b. How To Deal With Angry Customers/Partners
 - c. “A Reason For the Call” - Moving from Reactive to Proactive Customer Service!



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This is a small outline of the many ways we can assist you in your indirect channel strategy. Should you have any questions, or if you want additional information, please do not hesitate to e-mail or call us at:

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