

ARE YOU DOING EVERYTHING YOU CAN TO ENGAGE YOUR CHANNEL PARTNERS?

- You rely on a partner portal that is easy to use (think mobile-friendly and consumer-grade UI).
- You provide access to important resources, like training, sales materials, and support.
- You ensure consistent branding across the partner experience.
- You personalize promotions for partners, considering differences in partner types and journeys.
- You employ gamification, such as progress trackers or spin-to-wins.
- You offer a wide selection of incentives & rewards: rebates, discounts, swag, in-kind goods and services, merchandise, gift cards, trips.
- You implement targeted communications, triggered at key times in the partner journey.
- You use alternate forms of communications beyond email (text or direct mail).
- You engage partners with communities & forums.
- You offer training or advanced learning opportunities.
- You solicit and apply feedback collected through surveys.
- You create limited time promotions.
- You recognize partners for achieving milestones.
- You encourage goal commitment from each partner.

Are there any check boxes you've left empty? We can help you fill the gaps. Reach out to Maritz and see how we can make sales, loyalty and employee motivation programs stronger in any market.