

# CHANNEL PARTNER ECOSYSTEM BUILDING

Get the right channel advice

TechnoPlanet

2



TechnoPlanet  
Advice  
only

Develop channel strategy, recruit and train team


1



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Leadership decision to be a channel-friendly, channel-first or channel-only business model

3



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YES!

Develop channel programs to generate the right behaviours and motivation

4



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Recommend and maintain partner automation management solution stack

6



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YES!

Develop steady stream of relevant content to build thought leadership.

5



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Advice  
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Channel partner product educational programs, certifications and learning platform

7



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YES!

Generate consistent channel awareness through news and social media to build qualified partner leads.

8



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YES!

Build better channel partner champions through best business practices