

## Sales Channels Best Practice – How much can you improve?

**How well are your sales channels performing?**

**How aligned and supportive are they of your overall strategic objectives?**

**How cost effective is your channels organisation?**

**How do you rate compared with Best Practice and your competitors?**

Effective and rapid assessment enables you to rate your end to end sales channel against industry best practice. Your rating is used to calibrate potential improvement in terms of revenue and performance

The approach is based upon **Delta BPI™** - Best Practice Index - developed from practical experience working with hundreds of Independent Software Vendors (ISVs). The Best Practice assessment covers the **Lifecycle of Sales Channels** from strategy to execution and measurement. It is also possible to drill down and focus on key areas such as sales pipeline development

### TYPICAL BEST PRACTICE OUTPUT

BEST PRACTICE		You	BPI Rating
PLAN	Overall process effectiveness	34%	63%
	Campaign Planning	74%	71%
EXECUTE	CRM/database	55%	68%
	Sales Pipeline Development	52%	59%
	Prospect Nurturing	41%	63%
CLOSURE	Sales Closure Performance	53%	68%
	Market Intelligence Gathering	29%	35%

"I like the fact that all parties (Distributor, IBM, ISV) are going to invest in the relationship, it's much easier to hold everyone accountable so that the relationship becomes that much more successful"

**Lulu Francois, ISV Business Development Manager – Avnet (U.S.)**

### Channels Best Practice Deliverables

- **An end to end Channels Best Practice rating against competitors and market leaders**
- **Quantified revenue impact and value to your organisation of improving Best Practice Index**
- **Highlighted and prioritized areas for development and improvement**

### Developing Best Practice

Since 1995 Delta has worked with hundreds of ISV companies and talked to thousands of sales channel executives.

We are also global experts in ValueNet teaming where ISVs and one or more types of partner work together, to promote, sell, deliver, implement and support total solutions to deliver incremental new business. To date we have delivered over 100 ValueNets worldwide.

This has enabled us to develop **Delta BPI™** - Best Practice Index - which we can use to rapidly deliver an **independent, impartial and confidential** assessment of your channel rating.

### Fast and cost effective BPI assessment

A typical **Delta BPI™** assessment is highly affordable, can be completed within one month and will deliver a high return on investment. The service includes scoping of the work, diagnostics (to include a number of interviews with key executives) and presentation of a Best Practice Assessment report.

**Delta International** works with ISV and IT organisations from global leaders such as SAP and IBM to small regional ISV's.

Our aim is simple... to maximise your revenues by ensuring every aspect of your channels' relationships is researched, designed, enabled and executed with optimum effectiveness

Delta's expertise lies in ensuring that your sales teams, marketing teams and channel partners work together using Best Practice.



**To find out how a Delta BPI™ assessment will lead to improved channel performance call John Miller today on +44 (0)845 0061488 or email [john.miller@deltartm.com](mailto:john.miller@deltartm.com) to arrange an informal exploratory discussion.**