



# 25 STATS AND CHARTS ON THE BUSINESS IMPACT OF CHANNEL ENABLEMENT PROGRAMS

Channel sales can be a major source of revenue but over 20%

of enterprises don't even know what percentage of their channel partners meet or exceed target revenues.<sup>1</sup> Tracking is essential and so is partner enablement. Customer expectations are changing: decision-makers expect superior customer service and support before, during and long after the sale. We're sharing 25 tips on what the best-performing

company vendors do to support their channel programs.

**TOP 3 SALES OBJECTIVES OF B2B LEADERS<sup>2</sup>** 



# **Opportunity win rates are less than 50%** even though B2B buyers are typically 57% of the way to a buying decision before actively

**FORECASTS FOR DEAL OUTCOMES:** 

engaging with sales. How do opportunities ultimately break down?<sup>2</sup>



**IMPACT ON SALES?**<sup>2</sup>



Line

Complexity of Product

## Of companies say 64% contributed to their



More on that here

Of companies have channel enablement

**Delivering Real Revenue:** 

annual revenue.



How to Accelerate Revenue Through **Channel Partner Engagement** 

# **COMPANIES ARE NOT OPTIMIZING**

**CHANNEL PERFORMANCE** 

**Training and Coaching are Crucial:** 



Of companies say that top 20% of their channel partners are generating over 70% of all channel revenues.1

Do not know

Less than 25%

23%

27%

14% 25-35% 9% 36-45%



