



netrics boosts indirect partner channel with selladopt.com marketing & sales program

netrics implements new channel strategy with selladopt.com by building influencer programs, new bundle propositions, and sales motion for partners

Industry

Hosting Service Provider

Objective

Increase revenue through channel partner by 25% within 3 months

Approach

selladopt.com implemented a Go-To-Market program including new bundles, different messaging and a sales force readiness plan. Performance indices were instigated and tracked. Sales workshops, coaching and job shadowing engagements were applied to increase effectiveness of netrics' sales force significantly.

Outcome

New bundled propositions and focused sales readiness programs increased close rate in channel acquisition by 50%. Revenue through indirect channel increased by 28% within 3 months, surpassing the initial project objective.

“netrics hosting inc. is leading in Switzerland by providing complete Infrastructure-as-a-Service to channel partners, who resell our services within their cloud offering. We were in need of a new sales approach for various partner types. selladopt.com was substantial in building and implementing the right Go-To-Market strategy along with initiatives to overachieve our ambitious objective to increase channel revenue by 25% within 3 months.”

- Pascal Schmid, chief executive officer, netrics hosting inc.

About netrics

netrics provides hosted IT services in Switzerland to businesses and independent system integrators.

Initial Position

netrics was founded in 2002 as joint venture of two established IT providers. Since 2004 Pascal Schmid, as a former partner of one of the founding companies, is still acting as the head of the business. Over the past 10 years netrics has grown to one of the largest national players in the Swiss hosting industry. In the past Schmid was acquiring and growing the important partner channel of system integrators (SIs), independent software vendors (ISVs) and web agencies himself; he considered it to be a strategic effort. Although the performance was exceptional, netrics identified a lack of structured approach to channel activation and management. It was lacking tracking possibilities and had no formal documentation for this business processes. While farming of existing partners could be maintained by various sales personnel within the company, the acquisition of new channel partners was heavily dependent on one person within netrics.

Objectives

"In 2013 netrics began building the largest datacenter on the border of the French and German speaking part of Switzerland to prepare for the next growth stage," Schmid says. "With some of my time bound managing this huge project, netrics management realized we were in need for a different sales approach. We needed to strengthen our sales muscles and partner channel acquisition motion and make it independent from my person." Schmid was confronted with the need to free up his time for other strategic tasks and he needed to implement a solid sales tracking system. His sales force required training in partner acquisition and help fostering a fresh demand for the new datacenter which will be finished in 2014. Schmid set the target to increase revenue through various channel partners by 25% within 3 months.



Netrics builds new datacenter to prepare for next growth stage.

Approach

As a first step selladopt.com analyzed the current situation and assessed the level of skills within the netrics sales force. Based on these findings a channel readiness strategy was formulated. Current messaging and value propositions and sales pitch decks were improved and the sales department was trained in workshops. An effective tracking and follow-up system was implemented to move and measure the business efforts and campaigns during the engagement. Throughout the engagement the sales force was coached before, during and after sales meetings with potential partners. For selected high value partners selladopt.com was actively involved in the sales motion by shadowing the netrics personnel during their pitch.

Outcome



During the 3 month go-to-market engagement lead by selladopt.com the netrics sales forces' confidence and skills grew significantly with every new partner engagement. As did the CEOs confidence moving on to with more strategic tasks, knowing his sales department was becoming expert channel managers with every passing week. His team was now following-up potential partners efficiently through an increased systematic approach. The freshly implemented tracking system reported first deal close rates increased by 50% during the selladopt.com appointment. Many new partners were added to the channel portfolio of netrics during the engagement with selladopt.com and every new partner has the potential to be an important channel for future growth. "Short-term revenue through channel partners could be improved by 28%; but the real value is in the potential to fuel future growth for the company, moving these partners from hunting to farming prospects," says Schmid.

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