

Top 10 Mistakes Vendors Make Implementing Channel Programs[©]

10. Creating an environment of distrust
9. Disenfranchising your base
8. Misunderstanding partner business
7. Not integrating partners into vendor organization outside of sales
6. Under-estimating time needed to develop partner lifecycle
5. Complicated product packaging
4. Lack of communication & alignment with field sales
3. Expecting your channel to eat your dog food
2. Constant Change
1. Disenfranchising your base