

Top 10 Reasons You know You have a PRM Problem

10. You spend most of your time in spreadsheets?
9. Your channel managers have become expensive data collectors?
8. Partners answer the same questions over & over & over?
7. Partners complain about your administrative burden and requests?
6. You regularly fight battles with your sales force and competing partners?
5. Your partners complain about the difficulty doing business with you?
4. Qualified new partners find it difficult to initiate partnerships discussions with you?
3. Partners repeatedly ask you for items on your partner extranet?
2. Your partners would rather do business with a competing vendor?
1. It takes you days or weeks compiling data in order to produce reports

“68% of partnerships fail because of flaws in execution.” - Accenture