



INVIGORATE YOUR CHANNEL WITH PROVEN PARTNER RECRUITMENT STRATEGIES

Let TSRM Group Lead the Way

Building AND maintaining a successful partner ecosystem is essential to the health of your technology channel. Whether you are breaking into a new territory, trying to bolster your competitive advantage in an existing market, or interested in reactivating dormant partners, TSRM Group has the tools, experience and know how to lead the way.

WE CUSTOMIZE OUR APPROACH TO YOUR UNIQUE PLACE IN THE MARKET

As veterans of the IT channel – with executive team experience at the solution provider level, as distributors and in OEM senior leadership – TSRM Group understands the complexities of environment, which is further complicated by prevailing market forces. Our process is prescribed yet fluid; we listen to your specific goals and objectives and design a program to ensure its success.

Steps include:

- Understanding where your IT solution fits in the overall technology stack
- Identifying the size of the channel recruitment pool
- Strategically profiling the type of partner who can quickly provide incremental business
- Developing a customized multi-channel recruitment strategy:
 - Drip email campaign linked to customized landing page
 - Outbound calling by experienced channel recruitment reps
 - Nurture email campaign with additional collateral (video, print, digital)

Our experienced channel recruitment reps are well versed in all major technology solutions including:

- Infrastructure
- Networking
- Security
- Cloud Apps
- Communication Platforms
- Data Storage



ROUND OUT YOUR CHANNEL RECRUITMENT PROGRAM WITH SALES ENABLEMENT AND DEMAND GENERATION FROM TSRM GROUP

As an extension of your channel development team, TSRM Group can provide **sales enablement programs** to quickly onboard new partners' existing sales reps. In addition, our **Fast Start Program** can be activated to help partners recruit new sales reps and put them on an accelerated path towards profitability.

TSRM's creative team has extensive experience developing and implementing **demand generation campaigns** to assist in driving net new business.

CONTACT US TODAY TO INVIGORATE YOUR CHANNEL



TSRMGroup

Technology | Sales | Recruiting | Marketing

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PROGRAM SHOWCASE:

CLIENT:

International Original Equipment Manufacturer (OEM) of infrastructure solutions.

ASSIGNMENT:

Recruit new partners that either have been dormant or are currently selling competitive solutions.

PROGRAM COMPONENTS:

- Email campaign and landing page, featuring a video of the channel chief welcoming potential partners to explore the opportunity
- Sales-certified Channel Recruitments Reps follow-up by phone, email and text
- Weekly status meetings with OEM and distribution partners

RESULTS (after six months):

- **20,000 outbound calls**
- **530 virtual meetings**
- **110 new partners**
- **\$4.2 million** in immediate new business quotes for net new SMB, Enterprise Commercial and SLED opportunities across multiple vertical markets
- **\$1.8 million in actual ROI**

The quality and success of the TSRM Group Partner Recruiting program is rooted in its deep understanding of the sales cycle and having a clear perspective on the market. This knowledge enables the team to identify and recruit partners that will best fulfill the provider's solution in the marketplace. Whether you have a legacy channel organization that needs to be remodeled or are starting a reseller program from scratch, TSRM can help.