

# CHANNEL PROGRAM LAUNCH PACKAGE

Helping you realise the speed and reach of the  
indirect go-to-market approach.

## PROBLEM

Many scale-ups reach a growth ceiling once their direct sales model peaks. Direct sales alone can be resource-intensive, slow to scale, and difficult to execute effectively across multiple geographies. Scale-ups know they need partners to reach new markets but aren't sure where to start. Without a clear framework, incentives, and onboarding process, early partner efforts become confusing, inconsistent, and costly. Instead of scaling reach, they create more admin and less revenue.

## SOLUTION

The Channel Program Launch Package helps scale-ups design and launch their first structured partner program fast. We define the right partner types, benefits, and enablement model to attract partners who can extend your market reach and share your brand story. You'll leave with a clear playbook, tools for recruitment, and a launch roadmap that turns partner interest into sales performance. **You can expect:**

- Partner model framework
- Value proposition toolkit
- Incentives & onboarding plan
- Sales alignment workshop
- Launch roadmap

## WHY THIS WORKS

Most first-time partner programs fail because they start from spreadsheets, not strategy. Our approach begins with people: understanding your buyers, your internal culture, and what motivates your future partners to sell with you. We bring field-tested templates, messaging models, and proven incentive structures from successful channel programs across EMEA. By combining these best practices with your brand's unique strengths, we create a launch plan designed from the start to scale, delivering measurable revenue and real partner engagement.

## OUTCOMES

- ✓ Faster route-to-market through trusted partners.
- ✓ Lower acquisition costs per deal.
- ✓ Consistent partner experience and onboarding.
- ✓ Clear visibility into channel performance.
- ✓ Scalable framework for ecosystem growth.

## LET'S CONNECT

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**BECKY BROOKES**

"Scale-up businesses reliant on direct, personal sales can quickly hit a revenue ceiling. Scaling-up through partners offers breakthrough sales acceleration. We can help you make it happen."

**BOOK YOUR CHANNEL PROGRAM  
LAUNCH DISCOVERY CALL**

No obligation. No pressure.  
Just strategic insight.