

STEP: SALES TRANSFORMATION FOR ENGAGED PARTNERS

For Vendors Scaling Channel Revenue Across EMEA

PROBLEM

Technology vendors need faster EMEA revenue growth, but lack the internal resources to enable regional teams, onboard partners, or scale channel programs. Channel complexity is increasing. Data is messy, partner ecosystems are harder to manage, and teams are struggling to keep up with AI tools. As a result, **vendors face slow partner activation, inconsistent execution, and missed revenue opportunities.**

SOLUTION

STEP — Sales Transformation for Engaged Partners — is a hands-on channel activation and enablement program combining face-to-face training, implementation workshops, and operational rollout in one structured engagement. C2C works alongside your team to build and activate the systems, positioning, workflows, and partner engagement strategies needed to accelerate partner-led growth across EMEA. **Clients leave with practical operational capability ready for long-term handover and scale.**

WHY THIS WORKS

STEP is designed specifically for partner-led businesses with ambitious EMEA growth goals. Through practical workshops, AI-informed workflows, and hands-on execution, C2C helps vendors activate partners faster, improve channel operations, strengthen onboarding and customer success, and gain better visibility into partner and customer data. **The program combines enablement with implementation**, equipping teams with operational systems and **scalable processes without requiring large internal regional teams.**

THE CORE STEP MODULES

- STEP 1** Precision EMEA Growth Strategy & Priority Regions
- STEP 2** Build Your Channel Data Clarity & AI Foundation
- STEP 3** From Ecosystem & AI Insights to Lead-Gen Engine
- STEP 4** Accelerate Partner Conversion & Pipeline Growth
- STEP 5** Level Up Sales: Digital Enablement & Showrooms
- STEP 6** Scale Onboarding & Customer Success in EMEA

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FREE EMEA TOOLSET REVIEW

Not sure where the EMEA gaps are? Connection2Channel offers a **free** review of your current EMEA tool stack for channel growth and recommends solutions that scale.

BOOK YOUR FREE TOOLSET REVIEW

No obligation. No pressure.
Just strategic insight.