

Channel Ranking: Define the potential of your Partners and Prospects

⇒ Your needs:

- ✓ Determine prospects for reseller T/O growth according to product types
- ✓ Categorise your partners by their strengths and weaknesses
- ✓ Mark partners by their future potential
- ✓ Work out what proportion of resellers you must recruit to obtain a share of a given market

⇒ Our solution: **Channel Ranking**

Ranking lets you know **where to go** (who are the major partners).

Channel ranking provides a list of companies with potential T/O (estimated by compuBase), carried out for each partner on the product in question at your request.

The purpose of Channel Ranking is:

- to find the strongest sales potential in the product category analysed
- to precisely tune the allocation of marketing and sales resources according to sales potential of each identified partner

⇒ Benefits:

The Channel Ranking service lets you:

- ✓ Classify Partners by their potential T/O per product categories,
- ✓ Increase your sales force efficiency by obtaining lists of companies sorted by business opportunities

It thus provides your Indirect Sales team with the opportunity to tune its marketing and strategy in the light of:

- ✓ Classification of resellers according to your type of profit (sale out)
- ✓ Business opportunities (compuBase Ranking option)
- ✓ Choice of optimal sales mode (account management, remote management, wholesaler management) according to business opportunities

Features

Offer	Channel ranking provides a list of companies, with the T/O achieved by each partner in the product in question. The purpose of Channel ranking is to identify the strongest sales potential in the product category being analysed, to fine tune the allocation of sales and marketing resources according to the sales potential of each partner.
Delivery	At the end of Ranking you receive an Excel file with the following data: <ul style="list-style-type: none"> - Company name - Your ID (if Benchmarking) - compuBase ID - Total estimated T/O - % T/O on the product category targeted - T/O on the product category targeted - T/O range (high and low T/O marks in the product category in question) - Confidence score
Method	We compare the entire client's partners database with the database of compuBase partners likely to sell the client's products, or partners of competing brands

Methodology

Channel Ranking is about the head offices of companies on the compuBase database. For each company, it consists of analysing T/O achieved on a given product. When this information is not available, a statistical model is applied to reliably estimate this information.

The model takes into account the following criteria:

- Main activity
- Total turnover
- Turnover split
- Number of employees

Note: Channel Benchmarking & Ranking can be sold together and are fully complementary.

Additional offerings: Channel Scoring – e-directory – CRM Services