

## Channel Scoring: Recruit and Tune your Channel

### ⇒ Your needs:

- ✓ Distinguish the support required for my network
- ✓ Strengthen those areas of good positioning in the market
- ✓ Identify growth potential in terms of market coverage
- ✓ Rapidly recruit the best suited partners fitting your predefined qualities
- ✓ Segment and tune with precision your marketing and sales strategy by type of partner

### ⇒ Our solution: **Channel Scoring**

By comparing your partners that have a certain quality with the compuBase database information, a partner Score can be set.

Channel Scoring provides you with **shortcuts** to optimise your channel and your resources:

- what stance to adopt
- how to improve partner resource management
- create a qualitative and quantitative approach to handling accounts
- get a clear sales view of the accounts by determining score per partner
- optimise allocation of sales resources according to true potential and the quality of each account.

### ⇒ Benefits:

- ✓ Find out the prospective you have with each of the potential partners having the same qualities as the mentioned ones
- ✓ Classify partners by score and by top 10 main characteristics: identify the number of partners corresponding to each of the top characteristics
- ✓ Each case identifies a number of partners to be taken into consideration
- ✓ Partner scoring optimises the use of your sales resources
- ✓ Create lists of partners to recruit
- ✓ Understand the relationship of each Partner with your business activity
- ✓ Adapt communication and sales strategy accordingly with the typology of each account
- ✓ Optimise sales and marketing budgets thanks to better business intelligence.

### Features

<b>Offer</b>	The objective of Channel Scoring is to tune your recruitment strategy using a qualitative & quantitative approach (trade, potential increase, the business activity with a certain partner, etc.).
<b>Delivery</b>	Channel Scoring provides a list of resellers/partners with a score per partner according to the probability to make part of the partners' list.
<b>Method</b>	Scoring takes place after Benchmarking and predefining your potential partners' list. It consists for each of your potential partners in analyzing the probability to belong to the list of partners, taking into account the characteristics they have in common with the actual ones. We compare each of the potential partners with the other ones using a list of 1,600 characteristics.

### Channel Scoring – Type of analysis

#### Quality of the used model:

- The statistical quality of the model: is a number  $\in(0,1)$
- The statistical robustness of the model: is a number  $\in(0,1)$
- Frequency of the partners vs. the potential ones

#### Contribution analysis:

- A list of the most important partners' characteristics
- Top 10: the most important contributions influencing the target
- The volume of companies positively influencing the target
- The weight of each contribution

#### Recommended Scoring:

(based on above results)

- The scores provided for each of the companies belonging to your selection
- The recommended list of partners to be kept
- The recommended list of partners ones to be left out
- The probability of the recommendation as per the software used in the datamining process

*Additional offerings: Expert Solution – Direct Link – Platinum –CRM Services*