



Channel Accelerator

Accelerate Channel Sales on The Digital Presales Platform

It's hard to extend your brand when your resellers don't know how to sell your brand or who they should sell it to. Channel, or reseller, partner programs can help companies create incremental revenue by entering new markets or extending reach within existing markets. In some cases, these programs are a primary customer acquisition lever, but they're not easy to scale.

Communication with Resellers isn't always easy because they often work with multiple vendors. And there's generally a lot of enablement and relationship management required of Channel Account Managers (CAMs). That strains resources and creates waste.

Channel Accelerator solves that by scaling CAMs quickly and effectively, and by improving reseller onboarding.

Key Benefits for Channel Account Managers (CAMs):

Channel Accelerator gives CAMs both the ability to enable partners more easily, and better visibility into partner effectiveness.

Partner Enablement: Digital demo experiences scale CAMs instantly by letting them guide their Reseller partners to onboard and self-educate on-demand. They can provide them access to critical content in digital demos so that Resellers get aligned faster and can enable buyers to close deals more easily.

Visibility: Stakeholder analytics on our Demolytics engine gives CAMs insight into how demos are used, who's viewing and sharing them, and what matters most to buyers. This is especially useful when offering special promotions or spiffs, or when running quarterly initiatives.

Key Benefits for Resellers:

Resellers get a better experience and structure to spend more time with qualified buyers.

Better Experience: Automation in digital demo experiences increases Reseller capacity by giving them guardrails to sell products and services without specialist support or additional training. Access to a library of pre-recorded assets lets them easily customize and brand digital demos on their own in minutes, which they can share with customers.

Qualified Buyers: Getting up to speed on product and processes quickly means less waste and more time with customers. And Stakeholder insights on Demolytics let them easily disqualify customers who aren't ready, and qualify buyers who've shown interest and engagement.

How It Works:

Consensus Channel Accelerator uses digital demo experiences to improve the way you onboard partners, enable resellers, and optimize your channel sales operations.

1. Onboarding Partners

Improve partner onboarding with personalized on-demand demos and supporting content by Creating groups and sub-groups, assigning partners, and managing demo access by group. Set roles and content access at the group and individual levels based on product, segment, or other strategic factors.

Role	Description	Access
Group Manager	Internal users managing the Reseller Group and Subgroups	Add/remove users, manage and assign content, view Demolytics
Group Owner	Member of the group designated to manage the overall group activities	Manage users and demos available to their Group or Subgroup
Group Members	Individuals added to the Group to view as users	View, access, brand, and share demos they have access to

At the Individual level, resellers are given the role of sales, marketing, or sales lead to limit the content access to include only the demos they need. Figure 1 illustrates these roles:

	SALES	SALES LEAD	MARKETING
Summary Demolytics	x	x	x
Sales Accelerator			
Create DemoBoard	x	x	
Track DemoBoards	x	x	
Sales Demolytics	x	x	
Consensus Snap	x	x	
Marketing Accelerator			
Get Public Link			x
Qualified Leads			x
Marketing Demolytics			x
Demo Management			
Preview Demo	x	x	x
Edit Demos		x	x
Admin			
Mail Merge	x	x	x
My Profile			

2. Partner Enablement

Give resellers access to the assets they need to close deals without sacrificing brand consistency across the entire channel.

Customize themes, contact information, and CTAs associated with the demo, allowing partners to create branded Demoboards without changing the demo's content or core message.

3. Channel Optimization

Measure channel sales success regularly. Users see performance data about which partners are actively selling your brand's products and services. Reseller Demolytics help identify your top performing resellers, sales reps who are your strongest advocates, and more importantly, who your resellers are selling to.

Advanced Demos All Demos Search

Title	Question	Answers	Created	Creator	Owner	Access	Actions
JPAC ADV Test	Answer please :)	This one, That one	10/29/20 11:22 AM	Brian Zurcher	Brian Zurcher		
ADV Demo Update Test	Answer this question	Answer 1, Answer 2	07/22/20 02:42 PM	Brian Zurcher	Brian Zurcher		
Consensus Overview ADV Demo - Language	Choose your location	North America, South America, EMEA, JPAC	02/11/20 02:10 PM	Brian Zurcher	Brian Zurcher		

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Type of Report	Description
Summary Demolytics	A holistic view of Sales and Marketing Demolytics showing how your resellers are using their assigned demos
Sales Demolytics	Dig deep into how your resellers use your demos with their prospects
Marketing Demolytics	View demo performance throughout Reseller Group marketing efforts