



CHANNEL PROGRAM CHECKLIST:

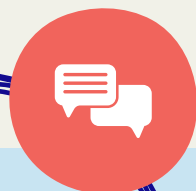
# Creating Conditions That Enhance Partner Engagement

Is your program creating conditions that reveal your partners' best characteristics?

CHANNEL PROGRAM CHECKLIST

**Ask yourself these questions:**

- Are you empowering partners from onboarding to product expertise?** Equipping them with training, and opportunities to grow their own business alongside yours?
- Have you given partners access to the right resources and teams? Do they have direct access to field team reps?** Assistance and program support? Technical support? A help desk?
- Are your communications relevant?** Have you set up triggered or scheduled messages and alerts? Do your messages make it obvious why partners should care?
- Are you effectively recognizing and rewarding achievements?** Are incentives compelling and meaningful to your range of partner personas? Strategizing the right rule structures to prompt action?
- Do you prioritize product success?** Stay in-tune with market changes? Make ongoing product enhancements that add value for your sellers and end-customers?
- What are you doing to create a partner community that feels welcoming, collaborative, and focused?** Is your program embodying the best of your brand's culture?



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