

# The 4-6 Model of Channel Partner Engagement



There are a few tell-tale characteristics of engaged channel partners, but those qualities coming to light depend on the conditions you create in your program.

**Are you setting your partners up for success?**

THE 4-6 MODEL

## To Exhibit These Partner Qualities:

**Alignment:** Identifying with your brand and demonstrating in-depth knowledge of products and services.

**Advocacy:** Promoting you over competitors, upselling, investing in localized marketing, making referrals, and wearing brand merch.

**Participation:** Actively engaging with program objectives and communications, providing feedback, and collaborating with peers.

**Performance:** Advancing collective goals and generating measurable program revenue.



## Create These Program Conditions:

**Enablement:** Empowering experiences, seamless onboarding and training, and customer-ready marketing materials.

**Supportive Relationships:** Connections with field team reps and tech support, and easy access to prospect demos or guides.

**Relevant Communications:** Tailored and targeted communications and personalized partner portals.

**Incentives & Recognition:** Compelling reward options and recognition for achievements - transactional and non.

**Product Success:** Ongoing enhancements to boost marketability and product value for sellers and end customers.

**Brand Immersion:** Defined values, clear goals, and opportunities to collaborate using partner forums.



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