



# How many deals did your marketing budget buy you?

**PART 5:** Putting Distribution at the centre of lead generation

Higher Performing Demand Creation  
from **The Point Company** and **Amigos Network**

**Traditionally, Distribution played a key role in the supply chain, primarily handling the warehousing, transportation, and installation of products.**

**With the rapid advancement of technology and the rise of Software as a Service (SaaS) solutions, the role of Distribution has significantly evolved.**

To survive in the modern digital economy, Distributors cannot remain the intermediaries of the past; they need to add greater value to their vendor and partner customers.

### **Moving On**

In a recent conversation with a country General Manager of a leading Global Distributor, he told us the greatest value they can deliver is sales leads because it's number 1 on the list of what vendors and partners demand.

Zoom out to how Distribution generally operates and how this presents significant challenges.

Fundamentally they need to find a way to have a direct relationship with buyers - an area where they traditionally have no experience because they rely on their sales channel to do this.

This sales channel often isn't any more equipped to manage modern buyer behaviours and can't give the vendors the assurances they need to invest in digital marketing programmes.

Distribution is somewhat out on a limb given they're the ones seen to be investing on behalf of their vendors.



## **PART 5:** Putting Distribution at the Centre of Lead Generation

Notwithstanding this, they're in a prime position to take ownership of demand creation end-to-end and be accountable for the results expected of them.

Welcome to Part VI of our series which explores how the more forward-thinking Distributors are looking to address the issue.

### **1. Understanding buyer behaviour**

There are many reasons why this is important, not least the impact it has on sales needing to follow up on leads.

Understanding how buyers seek out and shortlist technologies make it easier to structure outreach to establish trust. Timing is everything.

***70% of buyers** shortlist suppliers before wanting to speak to sales (source: Forrester);*

***Buyers make decisions in groups.** Influencing a wide range of roles is key, not just one or two individuals;*

***If you want to reduce** the chances of things falling out of bed the closer you get to the end of the process, this needs to be a continually managed data task;*

***Without MarTech** supporting continual outreach, establishing the level of buyer intent from what they are engaging with over time is impossible;*

***Getting this right** leads to more informed and productive sales conversations;*

***MarTech also streamlines visibility** and processes between marketing and sales teams.*

### **2. Passive to proactive involvement**

Typical Distribution lead generation programmes leave all the heavy lifting to partners and rely on a traditional historical formula.

Simply put, most invest in portals that contain all their vendor campaign content and support materials for use by partners.

Some have built-in campaign tracking and reporting metrics. They then rely on "spiff days" to do intensive follow-up and hope partners make a good job of it outside those times.



## PART 5: Putting Distribution at the Centre of Lead Generation

This is all good stuff, but looking at it from a partner perspective they sell multiple vendor solutions as well as their services and simply don't have the resources to do it all consistently for all their vendors.

This leads to:

**Significant challenges** with traditional distribution-led demand creation;

**Limitations of current partner engagement** – typically only 20% are active in the market;

**The invisibility of progression** or results until deal registration leads to forecasting challenges.

### 3. Fixing the disjointed process

Part of the problem goes back to the point of buyer behaviour. To this end vendors, distribution and partner channels create their problems. Buyers don't operate in the way they like to apply and measure funding – quarterly.

Problems arise when:

**Lead attribution is skewed** and incorrect as it may assign inaccurate ROI to an activity;

**Hasty follow-up creates sales apathy** and irrelevance for buyers;

**Inefficiencies in the process impact investment** from vendors and uptake from partners;

**Lack of visibility** in the process until deal grab (sorry, Reg)

**Typically happening after a flurry of outreach** which is reported as a deal too early to be meaningful which disrupts forecasting capabilities;

### 4. Creating change

Making the change requires radical thinking and for most, a shift in strategy.

Yet through the creation of a centralised programme offering value up and down the chain, they're supercharged with everything needed to create guaranteed leads.

With the ability to create transparency and results through ownership of the entire process, they have a winning formula for adoption by vendors and partners.



## PART 5: Putting Distribution at the Centre of Lead Generation

Doing this in-house isn't for the faint-hearted and could take years to establish properly and require considerable skills in many areas.

Distributors can create transparency throughout the entire process that includes call management for partners.

Key components needed would be:

1. Strategy and process;
2. Investment in staff and marketing resources that fully understand end-user demand creation;
3. Advanced MarTech for intent marketing, automation and lead management;
4. Integration with existing systems;
5. Comprehensive visibility and management for all stakeholders;
6. The ability to guarantee results for vendors investing in the process;

Or, it can be taken right now as a fully managed service we call **Market Activation™**.

## 5. Economies of scale and revenue opportunities

We wouldn't know our market if we can't answer the "what's in it for me" questions, Distribution would logically have.

We've got first-hand experience working in various distribution businesses in our careers.

The good news is there are huge economies of scale and increased revenue opportunities available to Distribution choosing to adopt Market Activation™:

***Efficiencies through core process set-ups and scalable service packages;***

***Up to 70% margins achievable on sales and marketing services packages;***

***Light touch involvement from Distribution stakeholders beyond usual account management;***

***Efficiency of channel sales management processes.***

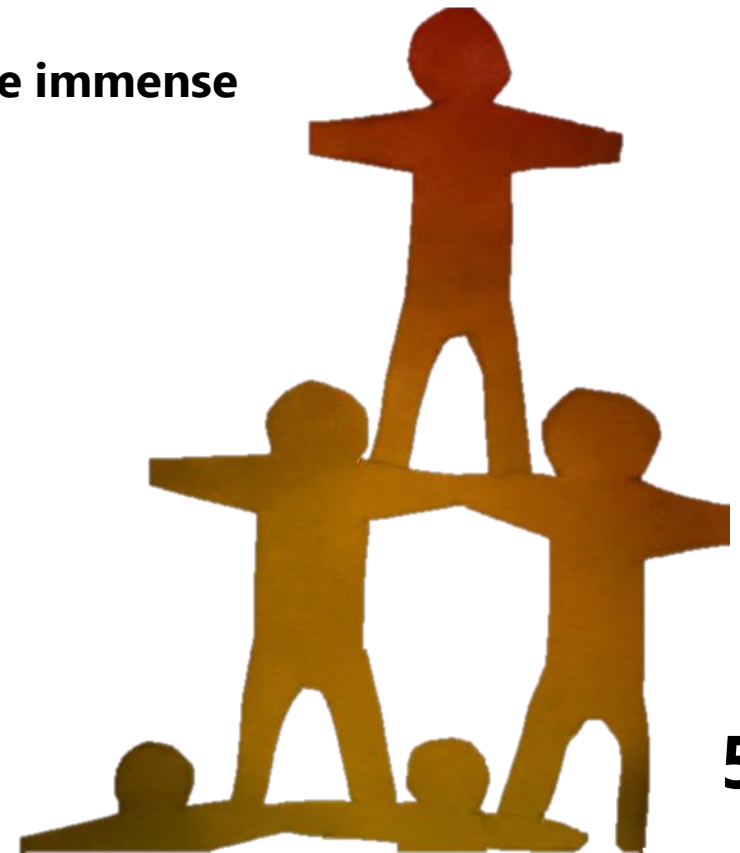


## **Conclusion:**

The need for distribution to fully embrace their part in demand creation is no longer about transacting sales and, arguably, is long overdue.

By providing value through the creation and nurturing of buyer relationships for the common good of their vendors and partners, they can facilitate a seamless journey from awareness to conversion.

**By taking this lead they will differentiate and provide immense value and ensure mutual growth for all.**



# Higher Performing Demand Creation

from **The Point Company** and **Amigos Network**

## A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

## Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

## Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

## First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

## Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

## Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at [www.theamigosnetwork.com](http://www.theamigosnetwork.com) to learn more, or book a meeting today to see the difference firsthand.