**Roles of the Channel Team**

Channel Marketing Manager – hired first. Channel, then extend as a Regional Marketing Mgr. Marketing background – some sales is always helpful. Channel Marketing owns the program.

* Setup the program
* Setup the database
* Mass recruiting – emails, ads, press release, alliances
* Questions, up-front product demos
* Initial setup
* Orientation meeting
* Marketing meeting (get product on website, put on reseller locator, first direct email campaign (driving to a webinar)
* Send resellers leads
* Newsletter – keep them up to speed
* Contest
* Sales Meetings – national (webinar)

Channel Sales Manager (hired after our first batch of resellers). Direct sales, sales management and channel sales experience. Channel sales owns the “people” and personal relationship.

* Primary role, act as a SALES manager and help the channel to SELL (model calls, coaching calls, motivation, help with high end quotes)
* Personally learn how to sell the product
* Do the phone call follow ups – resellers with lots of *sales* questions and to GET them into the orientation meetings.
* Cold call the list to recruit directly
* Train and Manage the channel sales activity (help resellers to close business – by showing them how)