

CASE STUDY

INDUSTRY: TELECOMMUNICATIONS

# Transforming a Major Telco Carrier's Partner Program

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## BACKGROUND

When our client, a major carrier, approached us, their partner program needed help delivering the results they were looking for. Despite their market presence, their B2B sales needed to catch up, partner-generated leads were scarce, and profitability per line sold through the channel was negative.

As one of their major partners put it at the time “this program isn’t serving my business or my customer’s businesses despite the fact that our solutions are the best in the biz – it needs an overhaul”.

## CHALLENGES

The program suffered from three major sets of strategic challenges:

### 1. Low Partner Engagement

Partners were disengaged due to an overly complicated GTM motion, insufficient channel programs, and lack of channel marketing all of which led to minimal lead generation.

### 2. Negative Profitability

The carrier lost \$50 per line sold via the channel, making it unsustainable to maintain such partnerships.

### 3. Inefficient Sales Processes

Existing sales processes were not channel-optimized, causing inefficiencies and missed opportunities.

## STRATEGY

To address these challenges, the JSG team collaborated with the carrier channel leadership to devise a comprehensive strategy focusing on outmaneuvering the competition in:

- Partner Engagement
- Channel Profitability
- Lead Process Optimization.

## IMPLEMENTATION

### Revamping the Partner Program

- *Incentives and Support:* Introduced a competitive incentive structure that rewarded partners for their performance. We also provided extensive training and support to empower partners with the necessary tools and knowledge.
- *Communication Channels:* Established clear, consistent communication channels to keep partners informed and motivated.

### Profitability Enhancement

- *Cost Optimization:* Analyzed and restructured the cost components associated with channel sales to ensure profitability.
- *Value Proposition:* Developed a strong value proposition for partners, highlighting the financial benefits of driving more sales through the channel.

### Sales Process Optimization

- *Technology Integration:* Implemented advanced Partner Relationship Management (PRM) tools to streamline sales processes and improve collaboration.
- *Data-Driven Decision Making:* Leveraged data analytics to gain insights into partner performance and customer behavior, enabling more targeted and effective sales strategies.

## RESULTS

The transformation was remarkable. Our strategic interventions yielded significant improvements across all key metrics, leading to the following current situation:

	BEFORE	AFTER	IMPROVEMENT
B2B Sales Contribution	12%	24%	100%
Partner-Generated Qualified Sales Leads	5%	34%	580%
Channel-Centric Profitability	\$50 loss per line sold through the channel	\$400 profit per line sold through the channel	900%

As the head of their channel stated upon completion of the work: "We could not have achieved these success metrics without your team's insights, competitive viewpoints, and hard work – we are now the talk of the channel, and it shows in our results – thank you"

## KEY ACHIEVEMENTS

- *Enhanced Partner Engagement:* The revamped incentive structure and robust support system substantially increased partner engagement and productivity.
- *Increased Profitability:* By optimizing costs and enhancing the value proposition, we turned a loss of \$50 per line into a profit of over \$400 per line.
- *Optimized Sales Processes:* Integrating advanced PRM tools and data-driven strategies resulted in more efficient and effective sales operations.
- *Simplified and Impactful Program:* We rebuilt the program to be simple for partners to navigate and highly impactful for their business, making it more attractive than competitive programs. This user-friendly approach significantly improved partner satisfaction and loyalty.

## CONCLUSION

This case study demonstrates how the JSG experts' strategic overhaul of a partner program can dramatically improve sales performance, lead generation, and profitability.

By focusing on partner engagement, profitability enhancement, and process optimization, we transformed our client's partner program from a liability into a significant contributor to their B2B sales success.

This is what JSG does for all of our clients. We out-maneuver the competition, create programs that work for partners, and deliver real results. Don't settle for empty promises when you look to recast your program, work with our team at JSG to get what you need and attain your channel goals.

## CONTACT INFO



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