



Channel CARMASM lead generation solutions from Serino Channel Services:

- Create pipelines of new sales opportunities
- Drive sales for both technology vendor and channel partners
- Measure the ROI (Return on Investment) of the effort
- Build motivated relationships within channel ecosystems

Channel CARMA solutions are combinations of Web 3.0 technology, proven processes, and expertise.

Channel CARMA exists for people working in IT Channel ecosystems in executive, marketing, sales management, sales, business development, and reporting roles.

Technology Vendors	Sales	ROI	Relationships
Channel Marketing Managers	x	x	x
Sales Managers, especially Channel Sales Managers	x		x
Business Development Managers	x	x	x
Initiative Managers			x
Distributors/Integrators			
Sales Managers	x		
Vendor Relationship Managers	x		x
Marketing Managers		x	
Practice Managers	x	x	
Solution Providers/VARs/MSPs			
Principals and Executives	x	x	x
Sales Managers	x		x
Marketing Managers	x	x	x
Sales Reps	x		

Channel CARMA solutions exist for people who must help their business drive top and bottom line results; drive channel revenue, plan and execute go-to-market initiatives, motivate business partners to excel, and measure the results.

Because Channel CARMA solutions are built upon understanding and addressing the personal motivations and essential business needs driving channel relationships, engagements results in equitable and forward-looking interaction among technology creators and technology sellers working together.

C – A – R – M – A stands for:

- Control of messaging and resource deployment
 - ❖ For vendor to meet corporate communications standards within a scalable framework
 - ❖ For Solution Provider/VAR to showcase their customer-facing brand, skills, focus, experience
- Accountability
 - ❖ To define the responsibilities of, and assign accountability to all the people involved
 - ❖ To capture, calculate and assess the sales results through objective measurement
- Return On Investment
 - ❖ To understand the impact of the investment
 - ❖ To fulfill the acute need of due diligence and the calculation of the ROI of the effort
- Motivation
 - ❖ By helping people understand the plan and their role within it
 - ❖ By focusing peoples' effort on what they do best and removing obstacles that hinder their effort
- Acceleration
 - ❖ Of the filling of the sales pipeline and the meeting of performance-to-budget sales goals
 - ❖ Of the inertia of the partnering relationships

The Process:

Created by channel experts Channel CARMA solutions begin by identifying the decision makers at end customers and their business needs that can be resolved by vendor and partner, together. High level vendor messaging and scalable offers are created with/by the vendor's marketing team. "Placeholders" reserve space for showcasing the joint solution message, the partners' advanced skills, and case study examples matching the end customers' needs.

After the high-level messages are available, each campaign element is then customized for each Solution Provider or VAR by including their customer-facing messaging and branding. The contact information, including email addresses, of a further-refined set of prospective client contacts is created. Concurrently, a session is held with the vendor's channel sales personnel and the Solution Provider/VARs executive/sales/marketing teams to define/assign responsibility and accountability, time lines, escalation processes, and agendas for review sessions. These meetings among the field teams of both vendor and channel can be held face-to-face, via web meetings, by phone call, or most preferably, at and during the vendor's partner event.

Channel CARMA solutions produce and measure:

- A number of hot, qualified end customer leads generated during the campaign
- A number of warm/ cool end customer leads requiring nurturing to close within 3 to 12 months
- Intellectual assets owned by our clients; i.e. exceptional end user databases including email addresses
- ROI, that is the degree to which the campaign has been successful to both vendor/ partner; company/person

Channel CARMA solutions are comprehensive and include:

- List development and augmentation
- Content, creative, and offer; development and production
- Outbound email; HTML and rich HTML
- Audio/Visual "sales collateral" and connectors to Social Media Marketing initiatives
- Event support, if appropriate
- Outbound telemarketing and/or Call Center services
- Mid-stream analysis and, if necessary, course correction
- Reports generated by TRACKING AND MEASURING results at many milestones

Estimated Budgetary Pricing	HTML Email	Talking Email	Talking Flash Email
Step 1: Presentation and message development, including concepts, content, creative, photography, technical production, and project management	\$1,500	\$3,500	\$7,500
Step 2: Delivery and execution, including database development of 1,500 records, email delivery, web-related, offer, etc	\$6,700	\$6,700	\$6,700
Step 3: Evaluate and add additional data 1,500 additional records	\$1,500	\$1,500	\$1,500
Step 4: Outbound calls 1 block of 40 hours	\$7,500	\$7,500	\$7,500
Estimated budget	\$17,200	\$19,200	\$23,200

For more information, including a positional paper and examples, visit www.ChannelCARMA.com.

Serino Channel Services

1 Hopkins Street; Suite 100

Wakefield, MA 01880

www.ChannelsMarketing.BIZ

CARMAinfo@ChannelCARMA.com

781-781-7395

