

## Partner Mindshare Index

KP Channel Growth Associates unique Partner Mindshare Index is a quantitative model which identifies and measures the key characteristics and behaviors which affect the level of mindshare manufacturers and service providers have with their Partners. The Partner Mindshare Index is comprised of short list of questions that are designed for two audiences; Partner executive leadership and Partner Sales, insuring a complete view into this important business driver. The Partner Mindshare Index allows you to benchmark individual Partners, select groups or your entire Partner eco-system.

### **The Value of Mindshare: A higher degree of confidence in financial performance.**

PMI identifies and quantifies the underlying business and relationship elements which drive the level of Mindshare you have with your partners. Our Partner Mindshare Index provides a benchmark for a critical, and often unmeasured, driver of your business.

- Understanding the level of Mindshare provides greater insight to your ability to withstand competitive vendor pressure within your Partner community. This is increasing critical as technology becomes increasingly service oriented and product switching costs become less of an issue.
- A high degree of Mindshare enables real engagement and execution around new product introduction, new market entry and new account development.
- A high degree of Mindshare enables you to withstand short term issues in areas like pricing pressures, product gaps, Partner Program changes and competitive programs directed at your customers and partners.
- Establishing a benchmark allows you to build and measure programs focused on improving Mindshare, building another barrier to entry for your competition and increasing the overall level of positive engagement with your Partners.

### **A forward looking addition to your Program Dashboard.**

The Partner Mindshare Index is based insights and data from numerous sources, insuring a balanced view and the Index's applicability to any business to business oriented industry.

- Comprehensive Partner research and analysis projects for several large technology companies.
- Feedback from Channel Partner executives.
- Analysis of cross industry best practices for Partner engagement.
- Insight's gained from 20 years of hands on Channel leadership.

KP Channel Growth Associates is a professional services company dedicated to helping our clients grow their business through the more effective use of in-direct distribution by all types of Channel Partners. To learn more about us and The Partner Learning Curve please visit [www.kpchannelgrowth.com](http://www.kpchannelgrowth.com)