

Are You Setting Your Channels Up to Fail?

No matter how highly rated your channel program, no matter how technically well trained your partners, no matter how well qualified your leads you are setting your partners up to fail if you haven't taught them one thing...

How to tell a good story

Until recently, sales, marketing and channel executives looked at us like we had the head of Medusa when we said that. Now, thanks to well reviewed and publicized recent releases such as: [Make it Stick](#), [What Got You Here, Won't Get You There](#), [Changing Minds](#), [Change or Die](#), [Our Iceberg Is Melting](#) and [Firms of Endearment](#), we don't sound quite so crazy.

In the last two years there has been a tremendous amount of research into why some people are invigorated and imbued with a sense of unabashed optimism about the future and others are struggling to figure out why the success they've experienced is slipping away.

Why some companies are prospering and others continually re-invent themselves in an effort to inject excitement and energy back into their brand, employees and channels. It ends up the answer is simple: we're all tired of technical messages, focusing on numbers and depersonalizing our interactions. We are increasingly overcome with the desire, if not the outright need, to connect more deeply with everyone in our lives – family, friends, colleagues, employers, customers, suppliers, doctors, lawyers, even politicians.

What's that got to do with your sales channels? Simply this, the key to competitive differentiation in today's increasingly commoditized high tech arena is establishing empathy and delivering meaning to your customers. The most effective means to do that is through Story.

The high tech industry is finding this evolution extremely challenging. As an industry, technical left brain directed skills have been the key to success. The more technical data, facts, figures, speeds and feeds that could be crammed into white papers, product specs, and marketing collateral the better! Fluffy, artsy fartsy marketing has been frowned upon. Years of neglect have left the right brain atrophied to the point many of us are afraid to use it. At AZtech we call that Right Brain Phobia.

Fortunately, we have a cure that doesn't require years of psychoanalysis. We start by critiquing your materials and identifying the missing elements. We then combine real time market intelligence from your customers and partners with your portfolio expertise to craft compelling and meaningful stories - stories that will remind you and your customers why you do what you do, and why you're such a good match. As we work with you, we remind you how to tell a good story.

You've spent far too much money and time developing your channel program and recruiting, training and managing your partners to set them up to fail. Invest a little more and teach them to tell a good story.