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How Well Do You Know Your Channel Partners? *Gain strategic insight through Partner Advisory Boards*

by Mike Gospe

How well do you know the issues driving your channel partners' businesses? Without this bit of strategic insight, your company's distribution strategy may fail to take root or a well-intended product may turn out to be too difficult to sell. A well-run Partner Advisory Board (PAB) can be a highly effective tool to gain feedback on strategic priorities and company direction while solidifying relationships with your top channel partners.

What is a Partner Advisory Board?

A PAB is a business-level focus group – a sounding board for your CEO and executive team to test ideas and preview business plans with leaders from your most strategic channel partners. These facilitated meetings are a great way to validate that your company vision, product direction, and sales and marketing priorities are in sync with your partners' business plans.

KickStart Alliance: your PAB facilitator

KickStart Alliance provides the expertise and management for running highly professional PAB meetings that augment and enhance your strategic marketing plan.

To learn more about how our services can help strengthen your partner relationships, please contact Mike Gospe at (650) 464-7662 or mikeg@kickstartall.com. You can also visit us on the Web at www.kickstartall.com.

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