



# **B2B CHANNEL PARTNERS: CAN THESE RELATIONSHIPS BE SAVED?**

Customer expectations are higher than ever. For B2B companies and their channel partners, failure to deliver superior experiences can spell disaster.

With so much riding on these relationships, companies must transform partnership models and create environments where all parties are committed and invested.

The key ingredient: trust. Companies must trust partners to be effective brand ambassadors, and partners must trust companies to provide strong support and incentives.

Leaders can strengthen and future-proof partner relationships with three actions:

**Embrace a mindset of connected growth:** Innovate alongside partners to increase financial opportunities for all.

**Listen & respond:** Understand partner voice to zero in on what each partner values and needs to succeed.

**Align & continually improve a new operating model:** Deliver incentives, sales coaching and real-time deal shaping to support partner efforts to strengthen customer relationships and loyalty.

Learn more about delivering stellar customer experiences and boosting partner productivity with the full report:

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