

bChannels Experience and Expertise Sales Centre Optimisation



Who We Are

bChannels is a specialist in the development and optimization of routes to market and channel engagement process for global technology companies. Our team of consultants work with channel leaders in the world’s largest technology businesses to develop effective channel strategy and process. We have people based in North America, Europe and Asia.

Who We Work With

bChannels works with clients in every technology sector including Telco (with Cisco, Avaya and Alcatel-Lucent), Hardware (with Samsung, LG and Lenovo) and Software (with Symantec, VMware and SAP). Intel is our largest client.

Sales Centre Roles

Based on our work with VMware, bChannels has developed a model to assess and categorize the various roles of agents in a typical centre, supporting direct and indirect routes to market. We define six agent roles which allow us to analyse the tasks of agents. The typical 'ISR' roles for indirect channels are in blue.

	Farmer / Inbound		Hunter / Outbound
	Sales Admin	Lead Development	Inside Sales
Direct Sales	Sales support. Single inbound point of contact for key accounts.	Installed base campaign and lead qualification. Outbound. Volume.	New business sales. Working with Account Manager. Small of large.
Indirect Sales	PRC: Partner Resource Centre. Inbound program helpdesk.	Registered partner profiling. Outbound to new partners .	Channel development. Campaigns to partner. Drive sales.

bChannels work for Intel

- Initial design of the process, set up of coverage model, centre selection
- Centre establishment, training, back office systems, measurement
- Centre migration, coverage model optimisation, management

For VMware

- Set up of 110-agent centre in Cork, migrating from previous model
- Development of coverage model, ISR role definition, recruitment
- Project management of transfer of existing local roles to Cork

For Avaya

- Replication of US inside sales coverage model into Europe
- Development of European coverage model for SMB and mid-market
- Centre selection, appointment, training, back office and management

For more Information

Check out our website at www.bChannels.com or contact Matt Rowland-Jones on matt@bchannels.com.