

WHAT IS PRM?

PRM stands for partner relationship management. A PRM solution helps a vendor to manage their partner relationships and implement strategies to customize their partner journey. If your company sells through an indirect channel, PRM will provide a solution that unlocks the potential of your indirect sales.

WHY PRM?

As the B2B environment changes, the relationships you built and managed with your indirect sales channel are too. The pressure is on to scale your company, but hiring more direct sales people is prohibitive. Companies just like yours have been turning to the indirect sales channel as the best, most cost-effective means to drive growth.



86%

of partners choose a vendor based on their vendor



10X

reduction in labor costs



\$9MM

average increase in channel revenue

HOW PRM WORKS?

Contemporary PRM solutions turn your Partner Portal into a nerve center for managing and optimizing your channel operations. Today's out-of-the-box SaaS solutions provide your partners the ability to automate the operational basics of partnering, and allow your team to get on with their true focus of growing, scaling, and reaching those partnerships that will truly drive your business.

Automate

Automate the highly time and labor-intensive tasks of recruiting, onboarding and managing new partners

Optimize

Optimize the performance of your partners as easily as you manage your direct sales team with the ability to track your channel pipeline and forecast results with predictability and repeatability

Amplify

Amplify your marketing reach and the reach of your partners by marketing to and through your channel — all while keeping your brand intact

Impartner PRM helps at each critical step of the partner life-cycle, from recruiting all the way through performance management. This set of powerful solutions brings the right partners into your program, ramps them quickly to revenue production, enables them as a powerful amplification of your marketing reach, and facilitates a real-time interaction with partners to see who is producing top results and where performance improvements are needed.