THE SIGNPOST FOR PARTNERS

SHOW YOUR VENDORS AS THEY ARE TODAY.

THE CHANNEL SHERPAS

The Signpost identifies and optimises how your website presents your vendors and their products. It tells you what to change, hands you the material each vendor publishes, and drafts the requests for the rest, within five days of your short form.



WHAT IT IS

Your vendors keep moving: new products, retired products, new logos and new datasheets. A vendor page that has not been touched since it was built shows that vendor as it was on that day.

The Signpost goes through every vendor on your site and sets down anything that is out of date.

WHO IS LOOKING

A customer

"Can this partner supply what I need today?"

We check that each vendor's current products are on your site, with live links.

Your vendor

"How seriously does this partner take our line?"

We check your logos, product names and documents against what the vendor publishes now.

Your team

"Where do we start?"

We put the fixes in order, vendor by vendor.

WHAT YOU GET

1. **What needs to change.** For each vendor: old logos, retired products, old names, dead links and out-of-date datasheets, with where each one sits on your site and what replaces it.
2. **Your vendors' material, pulled down.** The current logo files, brand guidelines, product information and media packs each vendor publishes openly, in one folder per vendor, with the source of every file, for use on your own site under each vendor's terms.
3. **Draft requests.** For a vendor that does not publish its material openly, a ready-to-send email from you to your contact there, asking for it.
4. **An order of work.** Which vendor pages to fix first, and why.

WHAT IT GIVES YOU

Look current to every buyer. Once the changes are made, your site shows each vendor's range as it is now.

Requests ready to send. We draft each request to a vendor; you read it and send it.

Everything in one place. Each vendor's current files and links, organised and ready for your web team or agency.

Light on your time. We read your public website and each vendor's public pages. We do not log in to anything. We ask you for a short form.

What we check for each vendor. Every vendor on your site.

- ✓ The logo you show, against the vendor's current logo
- ✓ The vendor's name, after any rebrand or acquisition
- ✓ Every product you name: current, renamed or retired
- ✓ The vendor's hero products missing from your pages
- ✓ Links to the vendor's pages and datasheets
- ✓ Documents you host, and their dates

HOW IT WORKS

- **Day 0.** You send a short form: your website, your vendors and your standing with each.
- **Days 1 to 4.** We read your whole site, check each vendor against its own current pages, and pull down the material each vendor publishes.
- **Day 5.** The change list, the vendor folders and the draft requests reach you (for a long vendor list, on a date we agree when your form arrives). Greg reviews every change list before it goes.
- **Then.** Your web team or agency makes the changes, with everything it needs to hand. If you would rather we build the new vendor pages, we quote for that separately.

WHERE IT FITS

Your site today: any vendor page not updated since it was built.

The Signpost: what to change, and the material to change it with.

Your web team or agency makes the changes, or we build them for you.

HOW CURRENT DOES YOUR WEBSITE MAKE YOUR VENDORS LOOK?

£790 / €945 / $1,035 per partner website, every vendor on your site
excluding VAT. Days are calendar days.

BUY THE SIGNPOST

or email greg@thechannelsherpas.com

Greg de Bressac, Founder and CEO of The Channel Sherpas, reviews every change list before it reaches you. He ran Grass Valley's channel partner business. He has spent 27 years in technology delivery and sales, direct and through partners, in Europe, Asia Pacific and North America.