THE SIGNPOST FOR VENDORS

GIVE EVERY PARTNER A CURRENT PAGE FOR YOUR RANGE.

THE CHANNEL SHERPAS

The Signpost identifies and optimises how your channel partners present you and your products on their own websites, for up to 50 partners, within ten days of your partner list and brand files. Use it on its own or after The Compass.



WHAT IT IS

Your range moves on: products are renamed and retired, logos change and datasheets move. A partner page built the day the partner signed shows the range you had that day, until someone updates it.

The Signpost reads every partner's site, sets down what is out of date and what is missing, and hands each partner a sample page and the elements to publish it. At day 90 we re-check every site.

WHO IS LOOKING

A customer

"Does this partner sell what I need?"

We write the partner's page around your current hero products, linked to your live datasheets.

Your partner

"Why spend time on this?"

We hand each partner a sample page in its own words, with the elements to publish it.

Your channel team

"Which partners show us properly?"

The scoreboard shows who is live and current, and who still needs a call.

WHAT YOU GET

1. **A partner page kit.** Your approved logo, hero products, current descriptions and live datasheet links in one page template. Every partner you sign from now on can start with it.
2. **A check of every partner's site.** How each partner presents you and your products today: the pages, the products it names, the logo it shows and the links it carries.
3. **A fix list for each partner.** What its site shows that is out of date or missing, where it sits, and what replaces it.
4. **A sample page for each partner.** Your current range around the partner's own words, ready to publish as HTML or a WordPress block, with a brief for its web team or agency.
5. **Follow-up and a 90-day scoreboard.** We draft the note your channel managers send with each page, in your brand. At day 90 we re-check every site and show who has published.

WHAT IT GIVES YOU

Your current range on your partners' sites. A customer who reaches you through a partner sees what you sell today.

A kit for every new partner. Every partner you sign from now on can start with the same page, on the day it joins.

Less work for your partners. Each one receives a sample page and the elements to publish it, so what is left is publishing it.

Proof it happened. The scoreboard names who has published and who has not, so your channel managers know who to call.

What every sample page carries. Four parts, in the partner's own voice.

1. Your current logo and company name
2. What the partner does with your line: install, integrate, support, train
3. Two or three hero products, linked to your live datasheets
4. A call to action that brings the customer to the partner

HOW IT WORKS

- **Day 0.** You send your partner list, brand guidelines and media kit. If you have had The Compass, its refresh list is our starting point.
- **Days 1 to 4.** We read every partner's site against your current range and build your partner page kit for your approval. Your delivery date moves by any working days the approval takes.
- **Days 5 to 9.** We write each partner's fix list and sample page. Greg reviews every sample page.
- **By day 10.** You have the kit, every partner's fix list and sample page, and the note your channel managers send with each one.
- **Day 90.** We re-check every partner's site and send the scoreboard, with a 30-minute call.

WHERE IT FITS

The Compass shows how your partners and the market see your program.

The Signpost puts your partners' websites right, on its own or after The Compass.

The Map goes inside your program, with your leadership team and two of your partners.

EVERY PARTNER WEBSITE SHOWS YOUR RANGE. THE SIGNPOST SHOWS EACH PARTNER HOW TO MAKE IT TODAY'S.

Up to 25 partners: **£2,360** / €2,820 / $3,100

Up to 50 partners: **£3,200** / €3,820 / $4,200

Founding offer to 31 December 2026: 20% off list (£2,950, £4,000). Over 50 partners: the up-to-50 price, delivery date agreed. Excluding VAT. Calendar days.
Each extra language: £49 / €60 / $65.

BUY THE SIGNPOST

or email greg@thechannelsherpas.com

Greg de Bressac, Founder and CEO of The Channel Sherpas, reviews every sample page before it goes out and takes you through the scoreboard. He has spent 27 years in technology delivery and sales, direct and through partners, in Europe, Asia Pacific and North America.