



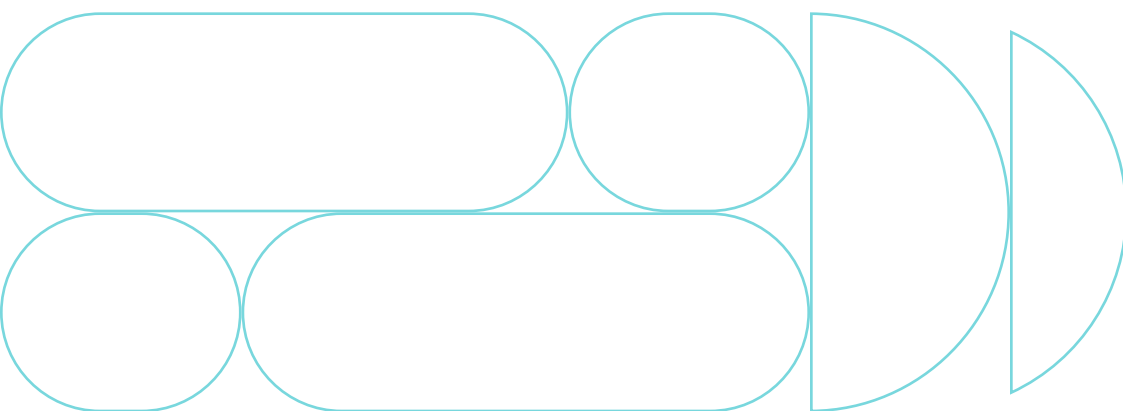
Optimize your tech partner relationships with Slack

Transform your channel sales strategy and drive revenue with Slack



Table of contents

Introduction	3
The state of channel sales for technology organizations	4
Build stronger channel partner relationships with Slack Connect	5
Automate partner onboarding for speedy sales enablement	7
Accelerate sales cycles by making real-time insights more accessible	9
Create a culture of trust and transparency with your partners	11



Introduction

Strategic partnerships make the world go round. Currently, according to Forrester Research, **64% of tech industry spending flows through channel or indirect sales**. Working with indirect sales channels—such as third-party retailers, resellers, independent salespeople and service providers—has historically helped companies win deals without adding headcount. This is especially important because, as Salesforce’s new **State of Sales Report** found, 85% of sales leaders are struggling to get the budget for headcount.

This challenge as well as others reflecting economic uncertainty offer organizations an opportunity to re-evaluate and optimize their channel sales strategies. **Slack and Salesforce** make it easier to amplify partner engagement, support partners throughout the sales cycle, and build partner relationships that scale.





The state of channel sales for technology organizations

Traditionally, sales partners have owned and managed customer sales in their respective regions. This model means partners buy inventory in bulk and focus on winning large, one-time deals. Although the manufacturer is responsible for resolving all warranty and support issues, it usually doesn't build direct relationships with customers.

Direct-to-consumer purchasing was already on the rise before the pandemic shifted buying habits. Current trends indicate that tech organizations relying on channel partners are either switching to subscription SaaS business models or planning to expand revenue models. According to the Subscription Economy Index (SEI) report by Zuora, [subscription businesses have grown 4.6 times as fast as S&P 500 and retail sales rates](#) over the past decade.

While some manufacturers may unintentionally compete directly with their sales partners, the benefits of this direct-to-consumer model outweigh the negatives. Businesses own the customer conversation, control their brand and cross-promote their own products.

Meanwhile, sales partner relationships can increase leads, extend a brand's reach and attract more customers. But many organizations might be missing out on these benefits. Eighty-five percent of B2B sellers say that they need to develop agile working practices, [according to McKinsey & Company research](#), and only about half of reps surveyed say that they have the right capabilities to succeed.

To help employees thrive, sales organizations must give their reps technology that supports continuous change management. If partner reps can't answer customer questions quickly, locate the materials they need to sell, and communicate the value of your product to customers, they are not set up to successfully sell your product.

This evolved partner sales model has great potential, as many organizations have yet to harness the full power of their ecosystem partnerships. To compete today, organizations must update outdated manual processes to boost visibility and move communication out of silos.





Build stronger channel partner relationships with Slack Connect

What if your channel partners had instant access to experts and resources across your company without ever sending a single email? What if they could communicate securely with prospects in real time, instead of waiting days for an email reply?

Meet **Slack channels**. Channels are where work happens in Slack. A channel is a single place for a team to share messages, tools and files. Channels can be public (open to everyone at the organization) or private (invite-only). In addition, organizations on a paid Slack plan can share a channel with external partners and vendors with **Slack Connect**.

With Slack Connect, you can work securely with your partner ecosystem and get visibility into the pipeline, accelerate lead pass and follow-up, and provide personalized support. Each organization joins from their own Slack workspace. From there, everyone can share files, loop in colleagues and quickly make decisions, just like they do with internal teams. Having fluid conversations in the same Slack channels allows teammates from different organizations to develop solutions together—as if they were part of the same organization. Plus, Slack provides **enterprise-grade security features and compliance standards** with Slack Connect, reducing your team’s exposure to email vulnerabilities.

“Having a text relationship with a customer used to be the gold standard in sales. Powerful technology like Slack Connect has elevated this standard to the next level.”

Reggie Marable
Head of Sales, Communications, Media and Technology, Slack

Sales teams that use Slack Connect to work with prospects see*

60%

avg. faster responses

4x

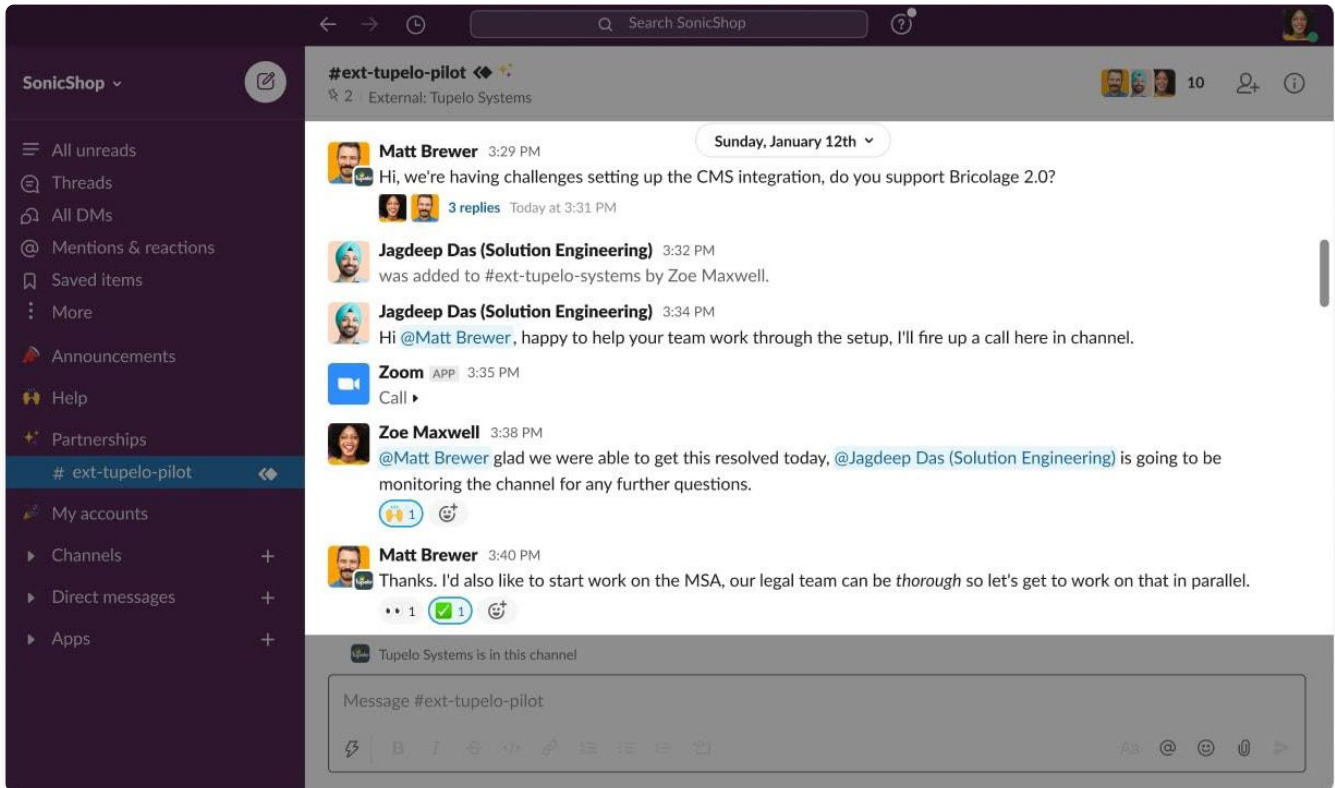
avg. faster deal cycles

*Claims and figures based on specific teams using Slack Connect at their companies. Results may vary at your organization.



Build stronger channel partner relationships with Slack Connect

Gathering customer feedback, and developing and selling new products with partners has never been easier, thanks to **huddles and clips in Slack**. These low-lift audio and video collaboration features offer a faster, more human way of connecting—one that allows you to nurture relationships in real time and proactively respond to deal blockers.





Automate partner onboarding for speedy sales enablement

From getting new team members up to speed to sharing crucial documents, the typical partner onboarding process is filled with manual tasks. Fortunately, easy-to-use automation is Slack's superpower. Without ever leaving Slack, you can transform your partner onboarding and enablement processes through [automated apps and workflows](#).

Workflow Builder, Slack's no-code tool for non-technical users to automate their work, can help you ramp up partners fast, so they can start selling sooner. Create a workflow that directs partners to onboarding channels containing key documents, such as your company's latest pitch decks and data sheets. Another workflow can alert new partners to complete specific tasks, like reviewing contracts or branding guidelines materials and filling out nondisclosure agreements.

By using standardized workflow templates, you can quickly implement processes that modern sales teams and vendors use to be successful. Automating those simple yet time-consuming tasks frees up more time for everyone to focus on deep work.

You can also add even more value to onboarding channels by using [canvases in Slack](#). Canvases provide a permanent place to keep your most essential resources and information, so everyone can access all the tools and information they need to be successful. Workflows can be embedded in canvases and channels to complete tasks without ever leaving Slack.

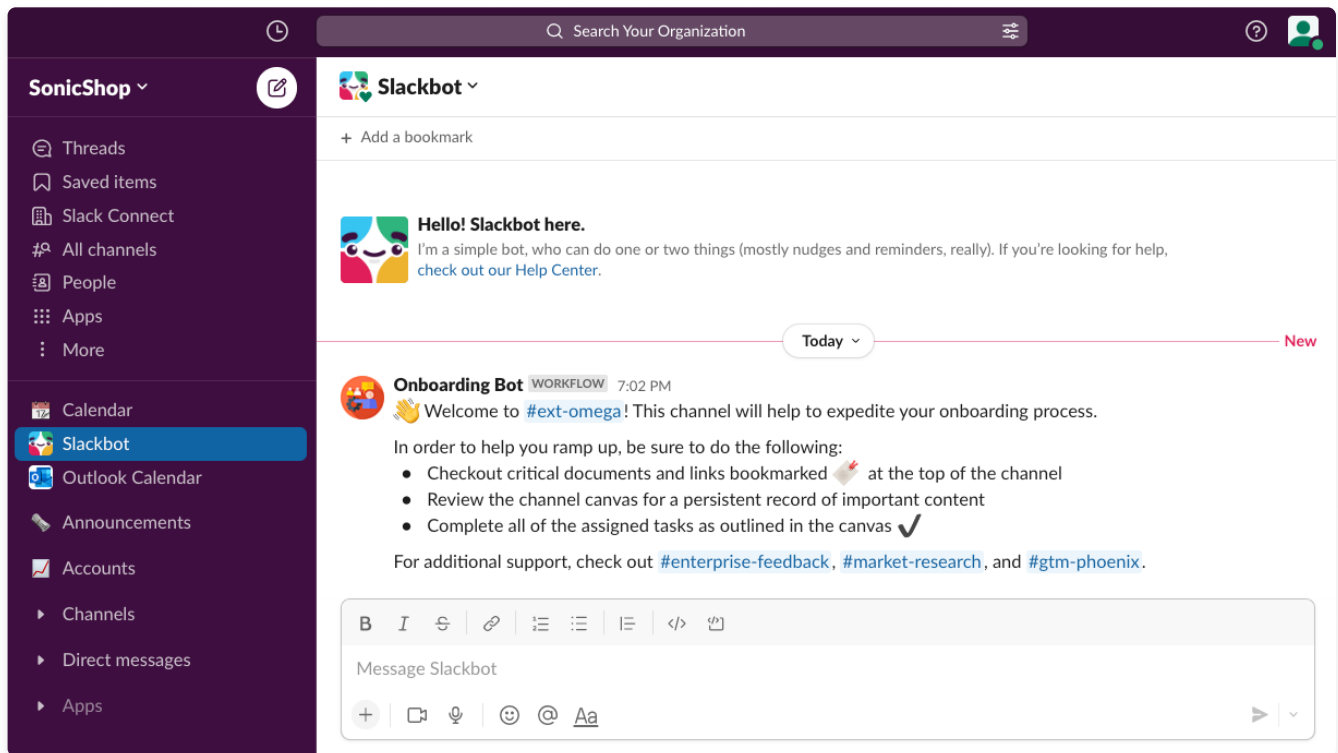
New partners can hit the ground running with an onboarding canvas that includes essential resources like:

- A checklist of items to complete in the first week
- A list of channels to join with the click of a button
- Training videos to review
- Important contacts in finance, sales support and other departments



Automate partner onboarding for speedy sales enablement

Streamline partner onboarding and jump-start productivity



Sales teams that use Slack have seen a 13% decrease in onboarding times.

Source: Average values from FY23 Customer Success Metrics, Salesforce, from survey of 1,742 Slack customers, July 2022



Accelerate sales cycles by making real-time insights more accessible

Salesforce's [State of Sales Report](#) found that reps spend only 28% of their week selling, and 66% say that they're overwhelmed by using too many sales tools. The solution is using Slack, where sales reps can effortlessly access all their tools, data and customers without unending back-and-forths.

“Revenue strategies are now squarely focused on sales productivity and process efficiency.”

Rob Seaman
SVP of Product Management, Slack

When it comes to lead pass and follow-up, the [Sales Cloud and Slack solution](#) eliminates communication and data silos by sending leads directly to your partners in Slack. The solution becomes the single source of truth that sellers and cross-functional stakeholders need to close deals fast. Up-to-date CRM data pipes directly into the relevant Slack channel, so everyone working on the account can get the contextual information they need at a moment's notice in one centralized workspace.



Accelerate sales cycles by making real-time insights more accessible

This solution helps you stay on top of deals—making sure that your teammates are aligned, everyone is working together efficiently, and you're quickly pulling in the right people to close deals. Plus, the solution comes with out-of-the box templates based on best practices from Salesforce and Slack. We've made it easy for anyone to quickly set up, deploy and scale sales processes across their teams.

The screenshot shows a Slack workspace for 'Acme-corp' with a channel named '# acct-capricorn-coffee'. The channel contains a workflow for a 'High-Value Opportunity Update' for 'Capricorn New Business'. The workflow details include:

- Stage: Exploration
- Amount: \$4.5M
- Close Date: 12/15/2022
- Next Steps: 12/8 - Set up an exec to exec meeting | Changed by: @Zoe Maxwell
- Account: Capricorn Coffee

The Canvas sidebar on the right displays 'Top FY23 Opportunities' and 'Service Swarms'. The 'Top FY23 Opportunities' section lists two opportunities:

- Capricorn Coffee - New Business - \$450**
 - Owner: Matt Brewer
 - Close Date: 2022-12-15
 - Stage: Negotiating & Mutual Plan
 - Next Step: CHRO review
- Capricorn Coffee - Multi-Year - \$620k**
 - Owner: Matt Brewer
 - Close Date: 2023-01-17
 - Stage: Confirming Value With Power
 - Next Step: Program Review with Procurement

The 'Service Swarms' section shows a 'Service Cloud for Slack' swarm with a case ID of 'Case - 00005477'.





Create a culture of trust and transparency with your partners

Partnerships can be more valuable and lucrative in Slack. Working in Slack offers partners more transparency into commissions, budget and other financial processes, as well as personalized answers in real time. When your organization is more transparent and responsive than, well, other vendors, partners will want to work with your team again and again.

The screenshot shows a Slack channel interface. On the left is a dark purple vertical bar. The main content area displays a workflow message titled "Partner Inquiries" with a red lightning bolt icon, labeled "WORKFLOW" and timestamped "11:01 AM". The message content includes: "Urgency: Blue", "Question: When will I receive my Q1 commission?", and "Author: Matt Brewer". Below the question, there is a small grey bubble with "1" and two profile icons, followed by "2 replies" and "Last reply today at 11:10 AM". Below the message is a blue notification: "Dunder Mifflin is in this channel". At the bottom is a message input field with a placeholder "Message #" and a toolbar containing icons for lightning bolt, bold, italic, link, code, link, list, list, list, and a right-pointing arrow. To the right of the toolbar are icons for text formatting (Aa), mentions (@), emojis (😊), attachments (📎), and a right-pointing arrow.

Learn more about how you can achieve profitable and sustainable growth by visiting our [tech solutions page](#).

Since adopting Slack, tech companies on average have seen a 31% increase in their decision-making speed.

Source: Average values from FY23 Customer Success Metrics, Salesforce, from survey of 1,742 Slack customers, July 2022





About Slack

Slack is on a mission to make people's working lives simpler, more pleasant and more productive. It is the productivity platform for customer companies that improves performance by empowering everyone with no-code automation, making search and knowledge sharing seamless, and keeping teams connected and engaged as they move work forward together. As part of Salesforce, Slack is deeply integrated into the Salesforce Customer 360, supercharging productivity across sales, service and marketing teams. To learn more and get started with Slack for free, visit slack.com or connect with us [@SlackHQ](https://twitter.com/SlackHQ).



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