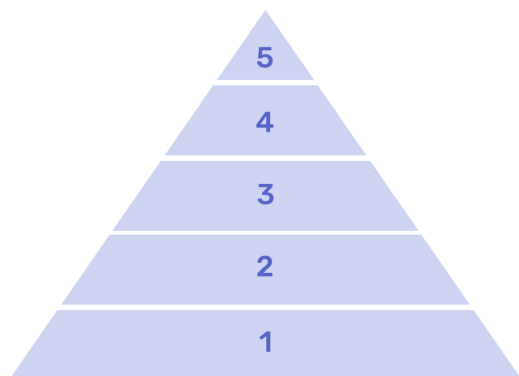


Improve your partner ecosystem with BRM (Business Relationship Management)

Without a BRM system, even the best partner plans can crumble.

Commitment issues: 5 reasons your partners turn silent



1. **No trust** due to a lack of open communication and shared vision
2. **Fear of conflict** due to the lack of trust and ability to proactively align on strategies
3. **Lack of commitment** due to misalignment of Objectives and Key Results (OKRs)
4. **Avoidance of accountability** due to limited visibility into partner plans and OKRs
5. **Inattention to results** due to static planning documents and inefficient reviews

BRM helps you gain partner buy-in and measure success

- Create clear goals both internally and with channel partners
- Gain partner commitments via shared action plans that have clear OKRs
- Automate business reviews in a more accessible format for all stakeholders
- Keep up-to-date with real-time, automated notifications on your partner plans



Want to learn more about how you can grow your indirect sales with BRM?

DO THE BRM TEST