



Mindmatrix Feature Spotlight

360-degree partner insight & channel engagement analytics

Feature Overview

With Mindmatrix, you get unparalleled channel visibility that allows you to

- Gauge how your channel partners interact with your products or services
- Get detailed insight into their activities such as training material downloads, email opens, website visits, certifications sought, webinars attended, etc
- Take informed channel partner management decisions
- Assess partner interactions with leads and correlate to performance
- Coach your channel partners better

Here's how it works

Measure and understand true channel partner engagement with Mindmatrix

Mindmatrix helps you identify what your channel partners are up to. As a business selling through multiple channel partners, you understand the importance of channel engagement. Mindmatrix helps you achieve the desired channel engagement goals through its powerful channel partner analytics engine. By tracking every activity of your channel partners, providing you insight into all their lead interactions, allowing you clear visibility of their engagement metrics with your brand, Mindmatrix helps you understand what works with your channel

partners, what doesn't and also points to areas where they need help from you as their vendor. You can use the data offered by Mindmatrix to measure partner engagement and performance and also to support and motivate your channel partners better.

Greater channel partner visibility

Mindmatrix lets you gauge how your channel partners interact with your business. Insight into their activities such as whitepaper downloads, email opens, website visits, certifications sought, webinars attended—all offer you a deeper realization of your channel partner's commitment to your business. Understanding the channel engagement index allows you to make informed channel partner management decisions.

Assess partner interactions with leads, correlate to performance and take informed channel partner management decisions

Just as Mindmatrix tracks partner interaction with your brand, it also tracks partner involvement with their leads, helping you understand how good your partners are in selling your products and services. It helps you assess partner performance and take informed channel partner management decisions. You will be able to gauge what areas each channel partner needs help with to improve their performance, which channel partners are truly interested in your brand and which ones are not the right fit for you.

Coach your channel partners better

Mindmatrix helps you see which assets your channel partners are using with what prospects, at what stages of the sales cycle. You can use this information to coach your channel partners who are not using the right assets for the right types of prospects at the right time, improving your channel partner's close rate and increasing your revenue.

About Mindmatrix

Mindmatrix is a comprehensive sales and channel enablement software that offers partner relationship management (PRM), channel sales enablement, and channel marketing automation all on one platform. Trusted by industry leaders such as Generac, Adobe, 8x8, Leviton, Cisco,

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Leidos, Radwin, BorderStates and many more, the Mindmatrix platform has been consistently ranked as a leading channel and sales enablement solution.

Contact us today to learn more: sales@mindmatrix.net | 412-381-0230