



Agency Channel Business Advisement – Referral List

Channel Innovation

Channel Innovation sits at the intersection of the world's leading technology providers, their distribution channels, and the businesses implementing those technologies. Channel Innovation can walk you through how these specialized channels work to deliver horizontal growth by increasing the number of people selling a provider's offer, or by combing the providers value proposition with additional complementary capabilities, strategic planning, project management, and implementation support. Unlock the power of Third-Party Sellers in building better Customer Engagements. Gain expertise, access solution-based sales expertise that consistently delivers high Customer satisfaction and lower churn.

Contact: Tom Gorey, President tom.gorey@channelinnovation.com

Eric Brooker

With an extensive history of nearly 25 years within the community, Eric Brooker brings his expertise to provide valuable assistance to organizations across the globe. Having amassed experience in channel sales, channel marketing, strategic planning, and tactical deployment, Eric now offers consultancy services to aid suppliers currently operating within the channel seeking enhanced return on investment (ROI), as well as suppliers aiming to formulate a comprehensive entry strategy into this domain.

Contact: Eric Brooker, Owner eb@ericbrooker.com **480.296.9777**

JS Group

JSG is a proven channel go to market firm with proven results activating channels in the telco, cloud, security, and services space – we don't talk a good game we are the good game. We create new channel programs and evolve existing ones to meet the demands of the Telarus channel and ensure your success in their partner community. We understand how this channel works because our team has decades of experience in this specific agent and advisor channel, and we recognize the needs of your business for growth in the channel – including your cost of channel pressures and need for ROI results. Let us help you to build out the right channel strategy, go to market plan and resultant channel program that enables everyone in the channel value chain to win.

Contact: Janet Schijns, CEO jschijns@jsgnow.com **908.883.2020**

The Channel Advisors

The channel has a complicated and complex go-to-market strategy. It takes a significant amount of time and money to get established and to see a return on your efforts. You can reduce your time to ROI and the number of mistakes you make by having someone who has been there before to guide you through this process and help you build the practice.



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The Channel Advisors help suppliers who have the desire to build a channel program by advising and providing SaaS suppliers with the tools, processes, and resources necessary for their goals. We will reduce your time to ROI by advising and helping you stay away from common pitfalls and build a sustainable program on industry best practices.

Contact: Kameron Olsen, President kameron@thechanneladvisors.com **469.955.4565**

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