

Manage Co-Sell with Partners to Drive Higher Win-Rates and Revenue Growth with WorkSpan

"WorkSpan is the tool that allows our partner managers to drive their joint co-sell opportunities forward."

-Mike Bruchey, Global VP Partner Solutions, Global Business, Development & Ecosystem, SAP

50%

increase joint pipeline

24%

increase average deal size

From 30% to 60%

increase average win rates

30%

increase deal velocity

In today's environment, co-selling with partners is critical to growing your revenue.

Co-selling is when you and your partners work together to sell your offerings to shared customers. End customers want to purchase complete solutions, and your partners give you access to new market segments, new use cases, new accounts, and vice versa.

Co-selling is a massive opportunity. In the technology industry, co-selling with hardware, software, cloud, services, MSPs, and reseller partners is estimated worth well over \$300 billion. When done well, co-selling with your ecosystem partners is a tremendous engine of revenue growth.

Co-Selling with Partners is Hard

Unfortunately, co-selling with partners is complex and full of friction, leaving much of the co-sell market opportunity out of reach for many organizations.

The biggest impediment to co-selling is the lack of useful tools to facilitate sharing referrals, collaborating on joint opportunities, and managing sales processes across company boundaries.

Instead, partner professionals rely on a jumble of disconnected tools, including spreadsheets, slide decks, emails, and partner portals to share referrals, exchange updates, and more.

Partners engaged in co-selling are unable to quantify, forecast, and manage their co-sell business as well as their direct sales counterparts. Data is difficult to connect, QBRs are frequently fire drills, and the risk of accidentally exposing sensitive data to the wrong parties is high.

Organizations may have hundreds of co-sell partners, each with potentially hundreds or thousands of active co-sell opportunities. So, scaling beyond a handful of partners places tremendous pressure on disjointed and manual processes, and results in lost revenue, high operational costs, and a perception of failure to manage the co-sell business.

The Co-Sell Management Standard

WorkSpan is the #1 Ecosystem Business Management system and does what partner portals can't — power co-selling with your ecosystem of partners.

Trusted by the world's leading technology companies, WorkSpan is a shared platform for:

Co-Sell Referral and Opportunity Management, where partner professionals manage incoming and outgoing referrals and opportunities with their co-sell partners

Co-Sell Joint Account Plans Management, where partner professionals build and manage joint account plans at key accounts with their top co-sell partners

WorkSpan Co-Sell Management

WorkSpan synchronizes all your critical partner data, and brings everything together in one place. You and your partners have a shared system of collaboration from which to run your co-sell business together as one.





Drive Effective Cross-Company Co-Sell Collaboration

Co-selling with partners is simple on WorkSpan. You and your partners log in to your shared workspace to easily plan joint business, execute activities, track progress, and win together.

WorkSpan's Collaboration and Communications capabilities allow you and your partners and stakeholders to add comments, annotate notes, assign tasks, send direct messages, and create and share reports.

Configurable Workflows map to your and each of your partners' specific joint selling business processes, keeping everyone in sync on where you are, what's next, and who's accountable.

With WorkSpan, you and your partners are now perfectly aligned on each co-sell opportunity,

efficiently executing your sales processes, and closing more business together.

Run Co-Sell as a Data-Driven Business

WorkSpan integrates with your CRM and your partners' CRMs to connect and automatically synchronize opportunity and account data. With many options for syncing data with WorkSpan, you can stop managing your co-sell business on spreadsheets, move quicker, be more responsive, and improve the buying experience for your end-customers.

WorkSpan's real-time charts and dashboards combine multiple partners' data feeds to deliver on-demand, executive-ready metrics and reports — equipping teams and executives to be "QBR-ready" at all times.

With WorkSpan, you and your partners have a flexible, powerful shared system from which to make better informed, data-driven decisions.

Operate Co-Sell at Ecosystem Scale

WorkSpan equips ecosystem leaders with the ability to automate and securely scale co-sell management and operations across your organization and partner ecosystem — all with complete control over user access to your confidential co-sell data.

Set up integrations with your CRM just once and apply it to every partnership in your ecosystem. Define your co-sell business process and apply the workflow globally to ensure consistency across partners in all regions. And reduce the risk of exposing sensitive sales information with configurable policies to automatically create, sync, update, and securely share leads, referrals, opportunities, and accounts.

Manage co-sell with partners to drive higher win-rates and revenue growth with WorkSpan today.

"WorkSpan lets us bring two CRM systems together - from Microsoft and SAP - in one shared system of record to effectively collaborate on joint opportunities at scale.

-Margaret Synan, Director Business Strategy, WW SAP on Azure Lead, Microsoft

The World's Leading Technology Companies Drive Co-Sell Revenue with Partners on WorkSpan



ABOUT WORKSPAN

WorkSpan is the #1 ecosystem business management platform. We give CROs a digital platform to turbocharge indirect revenue with their partner teams at higher win rates and lower costs. We connect your partners on a live network with cross-company business applications to build, market, and sell together. We power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline.