

# Tackling PRHD\*

( Partner Relationship  
Hyperactivity Disorder )



## 5 Key Strategies

to ensure your partner program is irresistible in a new era of distraction and temptation.

\*Tongue-in-cheek definition of PRHD aside, the phenomena of partners who are easily distracted and/or lured away is real. Leading analysts paint a grim picture of loyalty and engagement in today's market, with most partners working with an average of 12 vendors in their portfolio. Here's how to maintain your competitive advantage.

### 1. Make sure your partner experience is better than your competition.



Leading analyst data shows 86 percent of partners chose their vendor based on the partner portal. And today, the experience partners have is rooted in the experience they have as consumers, so the experience companies provide needs to be 'consumer grade.'

### 2. Make partners successful—fast.



There is a limited window to make a first impression. Recruitment is easy but keeping partners is hard work, so nurturing early allows companies to recognize partners for early positive behaviors and sales successes right from the start – keeping them from getting distracted and losing interest.

### 3. Make it easy for partners to be profitable.



While a lot of loyalty programs are built around emotion, it ultimately comes down to profitability. No solution is going to make a partner feel good if they aren't making a profit. Helping partners be self-sufficient and find the right tools to self-manage their profitability so they are in control and can manage their business at their desired rate is key.

### 4. Make visiting your portal regularly irresistible.



Fundamentally, a company's Partner Portal starts to tap into the emotional side of things. Communications aside, companies need to ask themselves what they are doing to make sure that they are creating a Partner Portal experience that helps partners prospect, sell and service products and solutions, and an emotional connection with each partner contact to entice them to visit the portal regularly.

### 5. Make sure you evolve your channel program and manage churn.



At the end of the day, channel management means not just recruiting but also churning to stay agile and invest in partners who deliver the most value. Instead of asking which partners to keep and which to cut out though, companies should be asking "which partners should I really be investing in?"

To learn more, watch this webinar featuring ICLP Global Channel Strategist and Loyalty Expert Ian Hutchieson and Impartner CMO Dave R Taylor.

[WATCH IT NOW](#)



**IMPARTNER**

The Most Award-Winning PRM Solution

[www.impartner.com](http://www.impartner.com)

