

Channel Trust

Vendors are forever profiling and segmenting their partners by size, profitability or region. This questionnaire is designed to look beyond the numbers to one of the key drivers of sales performance - your partners' level of *trust*.

Score your company for the following, through the eyes of a particular group of channel partners. What three specific things could you do to improve matters?

Answer these questions	Score 1-10	What can you do to improve?
Honesty: Are you perceived as a company that keeps its word?		
Competence: Do they believe you are capable of delivering?		
Benevolence: Do they believe you have their interests at heart?		
Bilateral communications: Do your partners have a real opportunity for input?		
Correctability: Is there an appeals process, and does it work?		
Consistency: Do you follow the same policies and programmes?		
Explanation: Do you take the time to explain the rationale for any changes?		
Interactive justice: Do you show respect?		
Local knowledge: Do you take the time to understand the partner's problems & how they see the world?		

It would be interesting to get your colleagues to answer it as well. The results should serve as a useful basis for a discussion of account management. You can also use the questionnaire to canvass the opinions of your partners.