



State of the Channel Dealer Survey

*Assessing the current state of your channel
program*

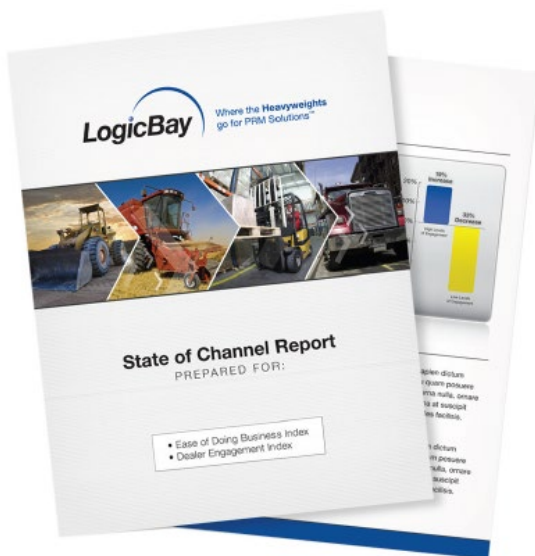
SURVEY METHODOLOGY

LogicBay provides technology-enabled Partner Relationship Management (PRM) solutions that help organizations better develop, support, and manage their dealer networks. We work with you to determine the impact that a PRM solution would have in helping your organization more effectively support and enable your network of channel partners.

Specifically, our proprietary State of the Channel Dealer Survey helps uncover gaps that exist between the support that the manufacturer believes they are providing and the perception the dealers have of that support as they conduct daily operations. Our survey measures gaps in four core areas that are critical to dealer support:



In addition to assessing the strength of dealer support in these four core areas, we evaluate the efficiency of five key business processes that must be conducted within the channel:



Data from our survey is used to create a current condition analysis for you. This analysis shows you where any gaps and inefficiencies are found in the four core areas or five key business processes. In addition, this current condition analysis provides a roadmap for what to fix, and a clear path forward that will result in improved financial performance. In addition to a **State of the Channel** report complete with an **Ease of Doing Business Index** and an **Engagement Index**, we will present the current condition analysis and recommendation in an in-person governance meeting.

THE DETAILS

Our consulting process begins with a series of role-based surveys to diagnose the current environment, determine the gaps and inefficiencies that exist, and compare your current state practices with industry best practices. Our methodology follows a three-step flow: diagnosis, value clarification and resulting recommendations.

Our **State of the Channel Dealer Survey** provides a gap analysis of the critical areas of channel support, as measured by survey interviews with Channel Managers, Dealer Principals, Dealer Service Managers, and Dealer Sales Managers.

AVAILABLE OPTIONS

We offer two add-on packages that are designed to provide enhanced insight into the findings of the State of the Channel Dealer Survey:

1. 360-Degree Channel Audit

Extends the gap analysis provided in the State of the Channel Dealer Survey with a fifth audience that includes key customer stakeholders for a 360-degree view of the sales and service ecosystem.

2. 360-Degree Channel Audit with Qualitative Workshops

Extends the 360-Degree Channel Audit with targeted 30-minute online workshops that provide qualitative insights as more context to the quantitative survey results.

DELIVERABLES

- 1) Development of survey questionnaires
- 2) Delivery of surveys to each audience
- 3) Data collection & analysis
- 4) Report preparation
- 5) Workshop for presentation of results and recommendations, either in-person or via web conference

