

"It is not the ship as much as the skillful sailing that assures the prosperous voyage." – George William Curtis



Paying Attention to Channel Partners and Customers During the Change Journey

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Accelerating focus on customers and channel partners is mandatory when your business is undergoing change. Like employees, they will have discomfort or doubts about what is happening.

Expect them to look for signs, real or imagined, that will validate their concerns. Prepare for competitors who sense an increased opportunity to lure them away.

This doesn't mean all business transformations cause discomfort. An existing state could cause so much dissatisfaction that channel partners and customers demand and welcome change.

In any event, during change, keep customers and channel partners as close as ever. Here is a checklist of relevant actions:

- ✓ Frequent, personalized messaging that demonstrates empathy and appreciation
- ✓ Deploy incentives to reinforce loyalty and counteract competitors
- ✓ Use customer and channel advisory groups to hear their concerns/suggestions
- ✓ Train sales force on how to address doubts and concerns
- ✓ Talk more with employees about what customers are saying
- ✓ Close gaps, caused by the change, in employee and channel knowledge/skill sets
- ✓ Evaluate customer experiences to uncover improvement opportunities