

## Scaling Technology Partner Businesses to New Heights

### Enabling Accelerated Growth

For technology solutions providers (Partners) wanting to expand sales, the Redmond Partner Group (RPG) services cover the entire journey, from providing market insights and developing the optimal GTM strategies to sales execution with proven expertise and methodologies that increase market penetration and accelerate solution sales.



### Charting the Right Course

RPG equips you with the data to understand how your sales channels are performing, what your competition is doing, and understand new market opportunities before making investments. provides the analytics, expertise, and valuable insights to help you make informed decisions. Our GTM expertise and framework enable you to build effective, targeted GTM plans and sales strategies.

### Realizing Accelerated Growth

The key to sales growth is winning new customers and growing revenue from existing ones. Building on a strong GTM and sales blueprint as well as leveraging AI and automation tools to modernize the outreach process, RPG provides you with the ability to deliver 10x customer connections versus traditional cold calling and e-mail marketing methods. Our sales expertise, strategies, and execution accelerate customer engagement to enable you to win more business.



## Partnering for Scale

A key to achieving accelerated growth is to scale through partners. This is a highly effective model when expanding into new markets. Partnering is RPG's core competency. Having assisted hundreds of partners in building their partner channels, we have proven methodologies to recruit the right partners and motivate them to be proactive and self-sufficient.



## Unlock Growth with Hyperscalers

Strategic partnerships with the hyperscalers (MS, AWS, Google) are more important than ever for technology partners. Leveraging these strategic partners as a sales channel can open up a world of opportunities. However, navigating these large, complex organizations and their partner programs to deliver results can be challenging. RPG has years of experience and relationships with the hyperscalers that can help you achieve tangible impact with the cloud partners to increase visibility, get access to benefits & incentives, and most importantly drive sales.

## Business Development on Demand

Hiring good sales talent in today's tight job market can be a challenge and expensive; especially when entering new markets. Leveraging RPG as your extended virtual business development organization can jump start and accelerate sales faster and more cost effectively than if you were to build and staff your own sales and partner teams. We can help you realize your sales growth faster.

