

**Topic:**  
B2B Research

## Direct or Indirect, which is right for your business?

Many companies count on their Channel Partners to maximise their revenues, help them increase penetration into foreign markets or alternative business sectors, to raise their profile and promote their brand, and achieve high levels of recognition and customer satisfaction.

Sounds like quite a tall order? Sounds like a big risk? It is – and there is no guarantee of success when embarking on a Partner Recruitment drive, particularly if this is your first indirect selling venture. Your reputation is potentially at risk and the planning, research and selection phases are as crucial to your program as the correct Partner Management procedures further down the line.

Since 1992 Business Advantage's team of specialist telemarketers have undertaken Channel Recruitment and business development projects on a worldwide basis. Our combination of in depth industry knowledge, B2B research expertise and extensive lead generation business development experience enables us to gather the accurate and actionable information you need to gain and maintain competitive advantage. We thought you would be interested in our [whitepaper](#) on how to make a Channel Partner Recruitment campaign focused, accurate and cost effective.

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