

Grow Your Revenue by Helping Your Resellers

written by Lauri Moon | March 15, 2021

Many manufacturers depend on resellers, dealers, and distributors in their sales efforts. If this applies to your manufactured products, you know it's critical to build relationships with these parties who ultimately recommend your product to end-users.

These partners hold power in their choice of which products to recommend to their customers. In addition to sales, **these resellers often service the product as well**. The quality of the service experience can often make or break the customers perception of the brand.

The resellers become the face of your brand and keepers of these critical relationships. So it's no surprise it is vital that as the manufacturer you are "easy to do business with" and provide your resellers all the support needed so they can sell and service your products and be great brand ambassadors.

To win, you have to compete by creating the best user experience at every step of the value chain, ultimately helping your reseller look good to their customers. By making life easier for resellers and their customers (the end-users), manufacturers can gain a real competitive advantage. But where do you get started?

To effectively compete on experience, **you need a unified system of action to engage resellers throughout your process**. We invite you to join us for a webinar featuring ServiceNow's Global Head of Manufacturing Industry Solutions, Allen Hackman, for tips on how your company can make it easier for resellers to market with you, sell with you, request service assistance, and more. During this webinar, Allen will discuss and will demo:

- Creating a seamless experience for resellers
- How to achieve end-to-end visibility of orders, complaints, and financial information

- Improving service quality and reducing cost to serve
- Digital workflow automation at scale

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Speaker



Allen Hackman, Global Head of Manufacturing Industry Solutions, ServiceNow

Allen has extensive experience in manufacturing and previously held positions of VP/CIO Carolina CAT, and Divisional CIO of Tyco, Scott Health & Safety.

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