PowerIT2Channel Using a “Cloud Style” Sales Approach to Deliver Growth in the UK Channel for Overseas Vendors

Author: [Ian Charles](mailto:ian.charles@managedserviceexpert.com)

PowerIT2Channel make a great play of their “cloud style” infrastructure that they use to deliver market presence in the UK for overseas vendors. In other words they have “guns for hire” commando style force of experienced sales and technical people that they deploy for vendors either not ready to directly employ UK staff or to augment their feet on the ground to develop sales growth through the UK channel.

The interview is with Leigh Harris a man with 20+ years of success in the UK channel with distributors and vendors which includes valuable experience penetrating the retail market too. I can’t imagine it’s escaped your notice that I go back a few years with Leigh so I know he is a very capable guy.

Based in Newbury they fulfil all the requirements of overseas vendors being close to the motorway network as well as being close to Heathrow the UK’s largest airport with links to all other major European destinations.

There is great success story here with a wide portfolio of clients illustrating the quality of PowerIT2Channel and their business model. Having spent years in the channel myself in a previous life the approach sounds deceptively familiar and straightforward with the focus on creating and building of distribution and reseller networks followed by development of channel partner programs. Having had a recent reintroduction to the world of reseller sales which I would describe as a baptism of fire, the whole landscape here has changed dramatically with the need now to understand the dynamics of these worlds, who the players are, what their focus is and how to drive sales being the key which PowerIT2Channel evidently deliver.

This “cloud style” approach delivers the real agility that drives sales and builds business and success which is borne out by the client portfolio, even if we just look at those Leigh is able to discuss:

QNAP Systems: <http://www.qnap.com/en/index.php?sn=180&lang=en>

Taiwanese hard drive storage and arrays: RAID and NAS for video surveillance etc.

TRENDnet: <http://www.trendnet.com/langen/default.asp>

US consumer and business networking products

Tripp Lite: <http://www.tripplite.com/en/index.cfm>

US UPS, power distribution, KVM etc.

Urban Factory: <http://www.urban-factory.com/>

French bags, cases and accessories.

Dealing with a portfolio of this type I am sure presents issues with the culture of the clients, their expectations, reporting requirements, management style etc. I am sure presents a challenge across the board.

For more details on PowerIT2Channel see: <http://www.powerit2.com/>

Video interview here: <http://www.youtube.com/watch?v=OgzrRqd7W1c&feature=youtu.be>