

Don't Leave Money on the Table

Market development funds (MDF) are a key benefit of most channel programs. Yet too many channel partners leave their fair share unused.

It's time to turn the tables with Televerde and maximize your MDF.



Channel partners

don't capitalize on FREE funds...



bilion unused MDF every year in the IT channel Source: Channel Marketer

\$25

84%



Source: Zift Solutions - Sirius Decisions Summit Highlights

of the partners do

not have a dedicated

marketing resource

41% **Conversion rate**

can produce better sales results

(an example*)

\$131VI in total pipeline

inbound to Marketing

Qualified Lead

11.7xRO on closed revenue

\$7.311

in closed revenue

*Two-year statistics for CA, Inc., a Broadcom company

Maximize your MDF with Televerde

137,000 leads 2,200 campaigns 3 years

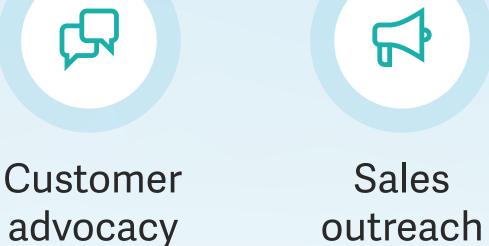
Televerde offers services to help you capitalize on MDF including:

cultivation

with strategic marketing and sales support to help you build your

Contact us today

Demand







Lead generation



Find out how we can help you make the most of your MDF dollars

