

Revenue Growth & Acceleration Through Partners

The Problem We Solve

Most B2B software companies invest in partners, but struggle to turn them into a meaningful revenue channel. As companies scale, channel strategy, execution, and ownership fall out of sync, resulting in missed revenue opportunities.

- Limited or no partner-sourced revenue
- No clear prioritization of where to invest
- Partnerships operating in silos
- Partner programs that do not drive pipeline
- Limited GTM planning with partners

Channels should be a growth engine. Instead, they underperform.

Are You Facing These Challenges?

- ⊗ Your partner program is not producing pipeline or revenue
- ⊗ You are unsure which partners to prioritize
- ⊗ Sales, marketing, and partnerships are not aligned
- ⊗ You are investing in channels but not seeing results
- ⊗ You need experienced channel leadership but are not ready to hire

What We Do

We help companies turn partner ecosystems into a scalable revenue channel through two complementary offerings:

Channel Partner Assessment

A focused diagnostic that identifies where revenue is being missed and where to focus.

- Prioritized partner categories and targets
- Program and infrastructure gap analysis
- GTM and organizational optimization
- 90-day action plan tied to partner-sourced revenue

Fractional Channel Leader

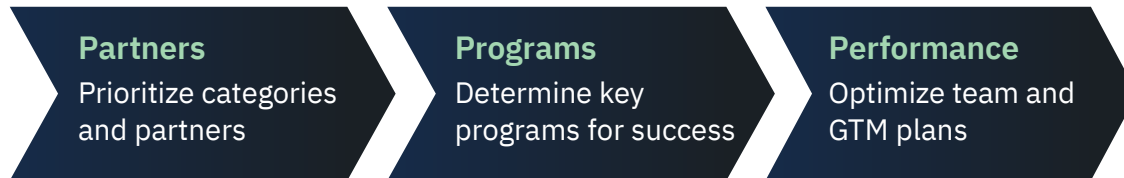
Hands-on leadership to execute the strategy and build a revenue-generating partner motion.

- Build and activate partner relationships
- Align sales, marketing, and partnerships
- Develop and execute joint go-to-market plans
- Establish metrics, reporting, and accountability

How We Engage

1 Assessment (8 to 12 weeks)

Understand where you are today and identify the highest-impact opportunities



2 Execution (3 to 6 months)

Embed an experienced channel leader to activate partners and drive revenue

3 Scale and Optimize (ongoing)

Refine programs, expand partnerships, and build a repeatable channel engine

What You Can Expect

- Increased partner-sourced and partner-influenced revenue
- Faster partner activation and productivity
- Stronger alignment across sales, marketing, and partnerships
- Clear visibility into channel performance
- A scalable, repeatable partner motion

Why Aventi Group

For nearly 20 years, Aventi Group has partnered with growth-focused leaders across enterprise organizations to solve complex go-to-market challenges and drive measurable results.

We bring deep expertise in strategy, product marketing, and channel development, combined with the ability to execute within your business and alongside your teams.

Let's Connect

Together we can lay out a clear path to bigger wins, fast.

Contact us: www.aventigroup.com/contact

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