



# VOICE OF THE BUYER CHANNEL

## Introduction

When a key channel partner isn't performing as expected, it's easy to point fingers. But the truth is often more complex. The **Voice of the Buyer – Channel** is a targeted insight service built exclusively for technology vendors who want to uncover the real dynamics behind partner performance - what's working, what's not, and where to focus next.

By speaking directly to the people who matter - buyers, partner stakeholders, and your own internal team, we provide a clear, actionable picture of how your partner is perceived and how the partnership can be improved.

## What the Service Delivers

We provide a comprehensive, interview-led investigation into one strategic partner relationship. Our focus is on practical improvement - not vague sentiment. You receive a structured analysis of what the partner does well, where opportunities are being lost, and how you can better support joint success.

Importantly, the resulting report provides an independent viewpoint that can then be shared with the partner and wider team to drive performance improvements.

## Who We Interview

We build a complete, 360-degree viewpoint by engaging with all the key partner touchpoints - both internal, external, and customer.

- **Recent Won Deals:** to understand what drove success and partner value-add
- **Recent Lost Deals:** to identify deal blockers and buyer objections
- **Existing Customers:** to gauge satisfaction and delivery experience
- **Vendor Sales Teams:** to explore what's working in the field - and what's not
- **Partner Managers:** to review alignment, support, and communication
- **Partner Marketing Teams:** to examine co-marketing effectiveness and brand positioning
- **Other Stakeholders:** plus any other members deemed important to gain feedback from

## Your Output - Voice Of The Buyer Channel Partner Report

You'll receive a formal insight report summarizing findings, backed by verbatim quotes, buyer sentiment themes, and strategic recommendations. Optional briefing sessions also allow your team to discuss the insights in depth and shape your response plan.

## Why It Works

This isn't guesswork or internal opinion. It's real feedback, directly from the people who engage with your partner every day. Whether you want to reinvigorate a key relationship, reduce friction, or maximise shared growth, this service provides the evidence and clarity to take action. It should form part of a partner performance improvement plan, or for an ongoing appraisal of channel partner capability.

You can learn more about Viewpoint Analysis and our **Voice of the Buyer services** [here](#)



## VIEWPOINT ANALYSIS

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## WHO ARE WE?

Viewpoint Analysis is a **Technology Matchmaker** - we help business leaders quickly find and select new enterprise technology, and IT vendors research, target, and communicate with their customers. We sit uniquely between buyers and sellers of technology. Our **Voice of the Buyer** services include areas like.

- **Voice of the Buyer 360**

Looking to understand how you can improve your team's performance? The Voice of the Buyer 360 service is designed to do just this - interviewing your customers, prospects, lost deals, won deals, customer success team, partners - and many more, to build a picture of your current state.

- **Account Research and Account Enablement**

If you are going to market and sell effectively, it's critical that your team understands your target customers - inside and out. Our Account Research and Account Enablement services are all about educating your team about the account - enabling them to differentiate messaging, get it to the right contacts, and level-up your marketing effectiveness.

- **Buyer Group Research**

Which roles sit in your buyer group? Do you really know who they are, what they do, and what they care about? Our Buyer Group Research uncovers the key contacts, but also enables your team to spend time with them with our Voice of the Buyer Panel, and Voice of the Buyer Interview.

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