



Wanted: New channel partners for Modfin and Exchequer

Modfin, the sole South African distributor for Exchequer financial software has recently embarked on a channel expedition – looking for suitable channel partners to expand on their already extensive country-wide channel base.

Says Elize Pretorius, managing director at Modfin, “Modfin has both a direct and indirect model for getting Exchequer out to our markets. Being the sole South African distributor of Exchequer we strongly rely on our partners to sell the product. We recently launched our channel strategy and are now in the process of signing on country-wide channel partners. We are committed to this project as we realize by supporting our partners, we are generating more sales. It really is a win-win situation.

Our channel strategy is not just to pass leads onto these partners or give them a better pricing model; we are looking for companies that are prepared to make an investment and commitment to make it work. In turn we support them through marketing, sales and training. Our ultimate goal is ensuring that our partners have the right competencies and skills to service the customer base.

Modfin is of the opinion that the key to developing loyalty amongst partners is ensuring that the channel achieves a good return from reselling our product; good return does not mean an exorbitant margin but good sales volume.

My vision for Modfin is that our channel partners view us as their partner of choice and in so doing, create a positive step towards revenue generating,” Pretorius concludes.

For more information on Modfin and Exchequer please visit www.modfin.co.za or contact Elize Pretorius 0861 663346 / elize@modfin.co.za