

Compete on experience

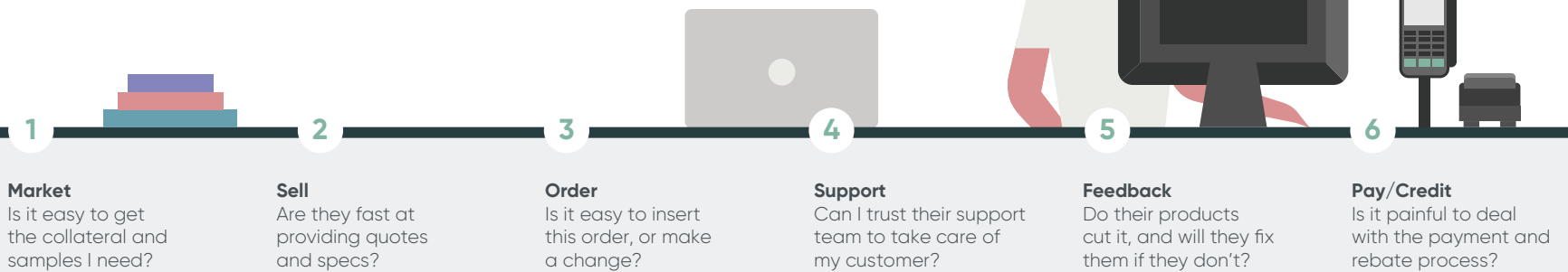
How to grow channel revenue and relationships in manufacturing

Resellers, dealers, and distributors are critical to your sales efforts. The standard ways of influencing them are still valuable...but your competitors are using those methods too.

It's time for a new approach.

Are you making life easier for your resellers?

When a reseller recommends a product, they're thinking about the whole experience of working with you—and judging you against your competitors.



Delivering seamless experiences for resellers isn't easy

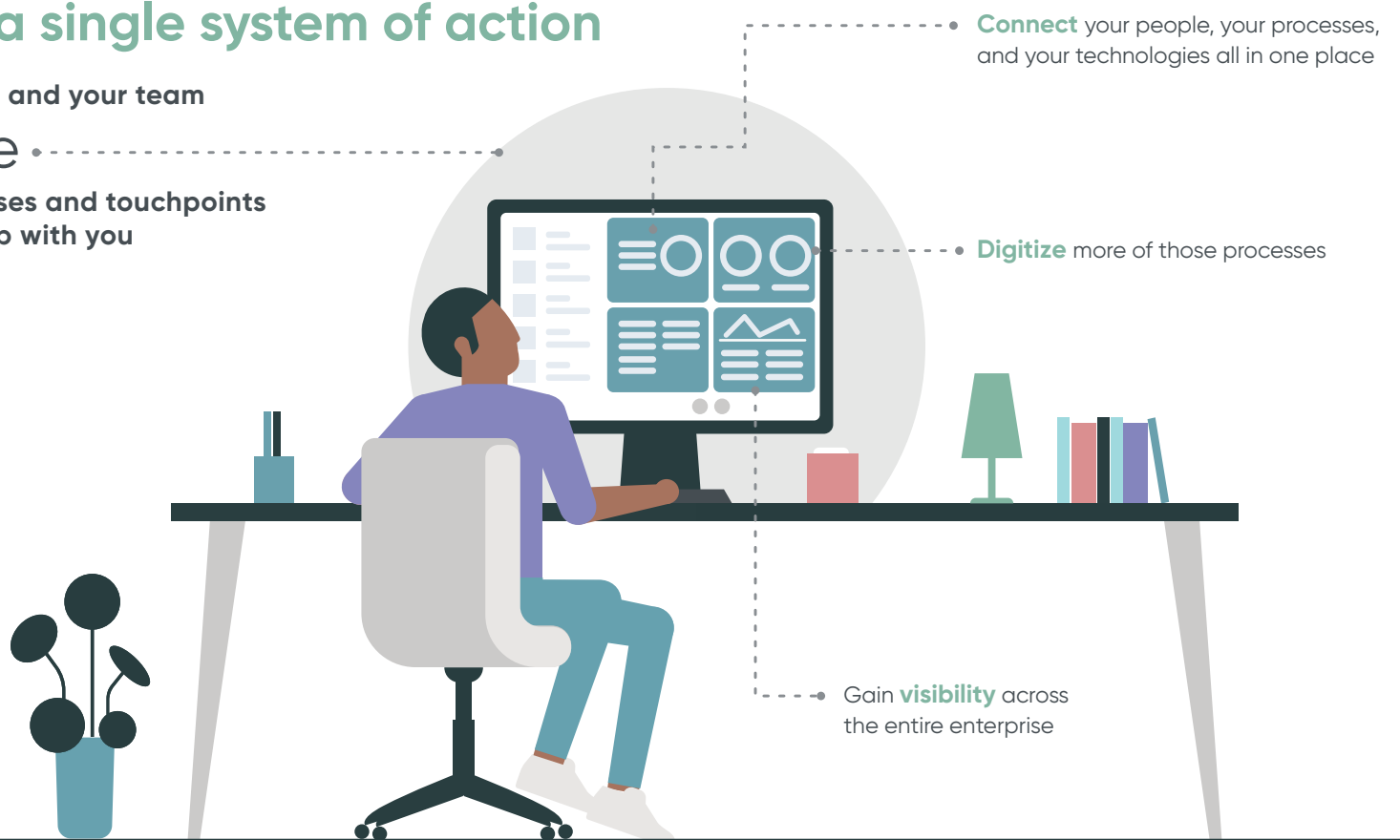
- Complex journeys
- Multiple stakeholders and systems
- Fragmented processes

To compete on experience, you need a single system of action

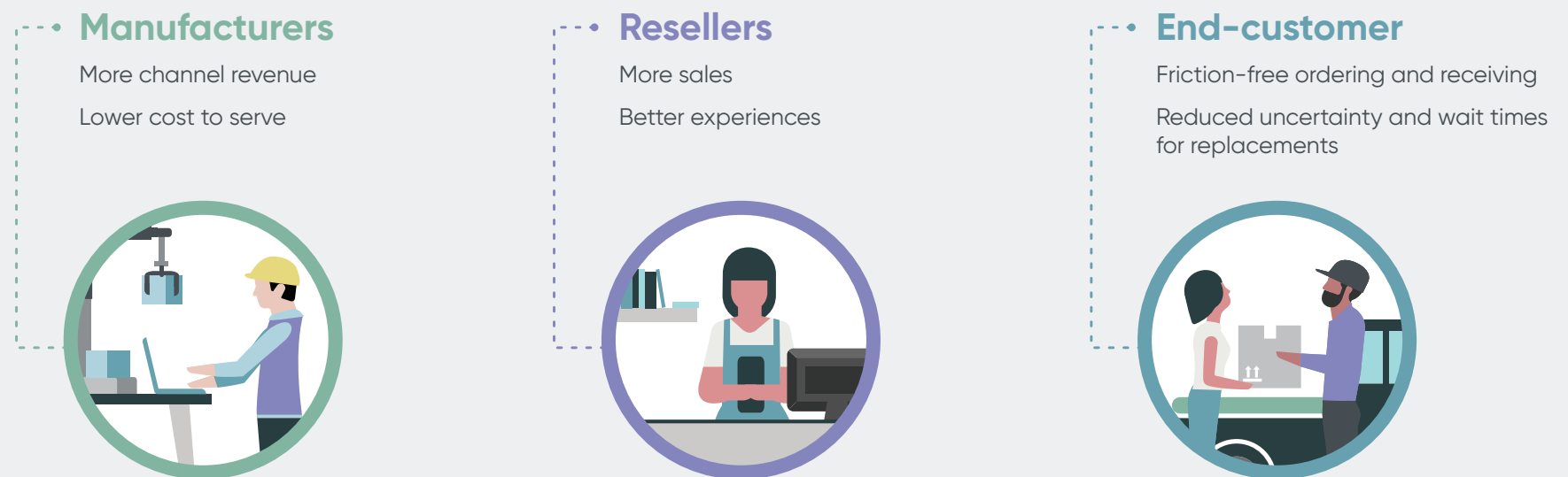
This gives resellers and your team

one place

to manage processes and touchpoints in their relationship with you



This seamless approach benefits everyone



With ServiceNow, manufacturers unlock the full benefits of digitization with a unified system of action. Learn more about how you can compete on experience with resellers in our new ebook.

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