

## **purechannelapps featured in Raconteur's Sales Performance report**

BATTLE, UNITED KINGDOM, 17/09/2014 – purechannelapps, the social media amplification and e-communication software provider has been featured in Raconteur's Sales Performance report on 17<sup>th</sup> September 2014.

The report, included within The Times newspaper in the United Kingdom features market-leading commentators, contemporary analysis of, and trends within business sales. In this report, Olivier Choron, CEO and Founder of purechannelapps wrote an in-depth thought leadership article on the "Social way to big up your brands", focusing on the topic of social selling, in the context of social media accelerating and shortening the traditional sales cycle within businesses.

"This is a great moment for our business, and demonstrates our thought leadership in channel partner and retailer network marketing," noted Olivier, "To be recognised and asked to contribute to such a prestigious marketing title is a privilege and underlines our position in the market as a leading software company, and thought leaders in our own right on these topics," further commented Olivier.

The full online article on Raconteur [can be viewed here](#).

Olivier also discussed the issue of getting the most from retail partners in partner marketing programmes.

Full quote from print edition:

*"Channel managers should remember that partners are businesses too and not just conduits for products. They are often cash strapped and time poor, so brands are advised to make the relationship straightforward and demonstrate the value in every request for action."*

*"Make programmes simple and effective...often brands forget to consider their partners have limited time, resources and knowledge to deliver marketing programmes. They also forget that these retailers cannot focus on just one brand and one product. Ask yourself how you can improve partner relationships. Is it all about margin or complimentary services and support? Look at the relationship proposition from the partner's point of view, not just your own,"*

The full article can be viewed and [downloaded from here](#).

### **About purechannelapps**

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified as of September 2014.

For more information, visit [www.purechannelapps.com](http://www.purechannelapps.com).

