



#Recruitments : MyPRM recruits new partners to diversify its sales channels

MyPRM is the first French 100% SaaS platform for managing and developing a company's indirect sales business. As the leader in the French PRM market, it offers a solution designed to support all stages of the partner life cycle (from recruiting to supplier management, and onwards). As part of a rapid development strategy, MyPRM is working with different partner profiles to diversify its sales channels.

Aware of the predominance of American companies in the European PRM market, MyPRM is looking to join forces with large-scale partners such as TechData for resellers, PAD Consulting for B2B consulting agencies and HubSpot for business introducers. MyPRM also targets the Marketplace for software sales. These agreements reveal the diversity of levers and channels that can be used for an indirect sales strategy.

Joining MyPRM brings several benefits to partners, including the ability to address their market more effectively, thanks to the "indirect sales" component, which generates additional business and leads.

"They obviously have a better knowledge of their market, and by using MyPRM, they can target and sell more effectively. These partnerships that we make together allow them to generate additional business that they would not necessarily have been able to target in the first place, without the indirect sales option. What's more, we are the only ones in France to offer a partner programme that can be adapted to the level and needs of the future partner," explains Emmanuel Juhel, COO at MyPRM.

Today, MyPRM is looking for new partners (integrators, distributors, business introducers, etc.) to market its solution and thus meet its twofold objective: to be the European leader by 2023 and to enter new markets.

If you are interested in this subject, it is possible to discuss this with Emmanuel Juhel, COO at MyPRM.

About MyPRM:

MyPRM is the 1st French SaaS platform for managing and developing companies' indirect business. Created in 2017 by Richard Bessis, Arnaud Tarabout and Emmanuel Juhel as an alternative to traditional platforms, the MyPRM solution supports all stages of the partner lifecycle, from recruitment to onboarding, animation and development. With flexible, business-focused modules and features, and user-friendly interfaces, MyPRM helps organisations leverage the power of their channels. The company, which currently has 12 employees and major references such as DOCAPOSTE, OVH and STORMSHIELD, is expanding and intends to become the European leader in its market.

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