

PARTNER CONVICTION INTELLIGENCE FOR OEMS

Certified is not the same as **convinced.**

A neutral, benchmarked read on how your channel really feels about selling your solutions, tied to the revenue it protects.

THE OEM CHANNEL BLIND SPOT

Your partners are enrolled, certified, and tier-qualified. That tells you they can sell you. It does not tell you whether they will, in a competitive moment.

You see the forecast. You do not see the conviction behind it.

The Conviction Gap

The distance between what a practice leader commits to and what the front line actually recommends. It is where channel revenue is quietly won or lost.

FOUR CONVICTION TIERS

Advocate

Actively sells you

Committed

Reliable, not vocal

Hedging

Splitting attention

At-Risk

Drifting to a rival

PartnerPulse tells you which partners sit in each tier, by name, and what moves them up.

WHAT PARTNERPULSE MEASURES

Eight reads on partner conviction.

Partner Conviction Score

Overall belief in your solution, partner by partner.

Active Recommendation Rate

How often partners actually put you forward in a deal.

Conviction Gap Index

Leadership commitment vs front-line reality.

Partner Advocacy Index

Willingness to advocate and refer, not just transact.

Competitive Displacement

Where rivals are gaining ground, and at which stage.

Investment Confidence

Where partners trust your program to keep investing.

Enablement Effectiveness

Whether your enablement changes selling behavior.

Net Partner Promoter Score

The benchmarked headline read across your ecosystem.

THE LIGHT-TOUCH PILOT

One input from you: a partner contact list. We design, field, analyze, and present.

1 input

the whole ask of your team

60–80

partners in the baseline

90 days

to a presented readout

PROOF

74

Certified NPS (ePlus), vs
a 40 to 55 industry average.

+53%

Transactional NPS at JF
Petroleum, a named program.

85→95%

Net Revenue Retention,
Fintech SaaS provider.

[Talk to us about a PartnerPulse pilot](#)sales@vistaxm.com · vistaxm.com