

Better together

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Propositions belonging to the Dissertation

Better Together

Investigating the psychology behind successful
channel partner programs

from
Jan Pelser

- 1) In today's marketplace, companies no longer operate as isolated entities. It is paramount for firms to build and maintain strong relationships with their channel partners. - *Referring to Chapter 1 of this dissertation*
- 2) Indebted individuals avoid their benefactors and are less likely to help them on unrelated dimensions. — *Referring to Chapter 2 of this dissertation*
- 3) Positive emotions – such as gratitude – have the potential to undo the negative impact of negative emotions. — *Referring to Chapter 2 of this dissertation*
- 4) Companies should manage their partner relationships in a way that is conducive to gratitude but unlikely to make feel partners indebted. — *Referring to the valorization opportunities for this dissertation*
- 5) Often, it is not as simple as “either – or”. In a business-to-business context, perceived ulterior and benevolent motives coexist. Salespeople who are high in both selling and customer orientation may achieve the highest performance. — *Referring to Chapter 3 of this dissertation*
- 6) „You can't please everyone, so proudly exclude people.“ — *Derek Sivers*
- 7) “You can spend your time on stage pleasing the heckler in the back, or you can devote it to the audience that came to hear you perform.” — *Seth Godin*
- 8) Long-term business success is built chiefly on strong relationships.
- 9) “The happiness of your life depends upon the quality of your thoughts.” — *Marcus Aurelius*
- 10) Think *and* do. Don't get too caught up in one or the other.