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.