

BUILDING STRONGER MEDICAL DEVICE DISTRIBUTOR PROGRAMS:

HOW ENGAGEMENT & KPIS DRIVE
LONG-TERM PARTNER SUCCESS

Distributors are partners—not just sales channels

Instead of focusing only on quarterly sales, successful manufacturers build relationships through ongoing communication, training, recognition, and incentives.

66% of B2B buyers expect vendors to understand their unique business needs.

Salesforce



Hardware companies generate an average of 41% of revenue through partner channels.

Digital Applied



High-performing partner programs measure more than sales



Partner Engagement



Training Completion



Program Participation



Product Adoption



Partner Revenue

The strongest medical device partner programs do more than reward results.

They create an experience that keeps distributors informed, engaged, and motivated—strengthening relationships while driving long-term business success.

84%



84% of B2B buyers say the experience a company provides is just as important as its products and services.

Salesforce