

Channel Management

Overview

Customers are increasingly demanding Business Solutions. It is no longer sufficient to go-to-market with just products and/or services.

It is therefore essential these days to provide a comprehensive business solution that:

- Include components from partners - such as implementation, support and training services - that complement and complete your overall value propositions.
- Increases your overall market coverage
- Increases average order values and reduces your cost of sales

This is easier said than done! What exactly is a Business Solution? A Business Solution is best defined as:

"A combination of products and/or services with intellectual capital that solve a business problem and create measurable business value."



In order to address customer demand, achieve increased sales revenues, shorten sales cycles and reduce the overall cost of sales it is necessary that vendors establish effective Partner ecosystems and Channel Alliances.

The Sales Academy offers invaluable professional services and advice on setting up your Channel Alliances and improving the overall effectiveness of your Partner Relationships strategy.

Who Should Attend

You may be directly responsible for channel management with the accountability of directing & managing the go to market strategy for channel alliance partners. You may alternatively have responsibility to review and maximise business potential with channel alliance partners.

What's In It For You!

By establishing effective business partnerships and Channel Alliances your organisation will benefit in the following areas:

- Reduced Cost of Sales
- Reduced cost of Partner Management

- Increased Market Coverage
- Increased Order Values
- Reduced Sales Cycles

Topics Covered

Business Solution Overview

- The benefits of Business Solutions
- Establishing a framework for selling Business Solutions
- Why develop business partnerships
- Expectations/Objectives/Benefits

Enhancing the Value Proposition

- Gap Analysis
- What Partner components do you need?
- Review effectiveness of existing Business Partnerships

Partners and Channel Alliances

- What are the key Partner categories?
- What types of Partners do you need?
- Market Coverage
- Are you partnering with the right companies?

Review of Existing Customers

- What works and what doesn't
- Top target markets and why
- Increasing coverage in 'new' markets.

Trainer

Mark Whitehouse has personally transformed Channel Alliances efficiency for numerous companies. By implementing these programs companies benefited from increased profitability and revenue growth.

Mark will share his significant expertise & depth of knowledge with you to ensure you get the best possible result.

Course Details

Duration:	One / Two Day
Presented:	In House
Fee / Cost:	One Day Silver Course £1995 One Day Gold Course £3495

Need more information now?

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