

For organisations that use indirect Channels Partners as part of their revenue stream, Channel Partner Managers (CPMs) play a vital function in contributing to organisational success. The role needs to be very clear so that the CPM has a very defined space within which they develop and maximize Channel Partner revenues and results. It can be easy to immediately jump at responding to Channel Partner requests and could be the only option if no strong relationship exists. By sustaining a meaningful relationship based on understanding Channel Partner motivations and needs, whilst also adding value in a differentiated way to others that they may hold accounts for, will be the key to creating mutual outcomes and a shared destiny.



How You Benefit

- Review how to manage different categories
- Explore how distributors provide support
- List places currently used to source Channel Partners
- Identify ideas for different ways to source Channel Partners
- Undertake productive, valuable and welcomed field visits
- Examine how to measure mutual success



Who Should Attend

Those responsible for working with Channel Partners and Distributors within the organisation



Duration

2 Days



Participant Materials

Participants will receive supporting materials for reference during and after the course



Style

The use of interactive case studies and practical learning methods equip participants with the skills to immediately implement at work

Our emphasis is on the LEARNING and the workplace application of skills by the LEARNER
Let's get started!