

## The Process

Shows participants how to establish and strengthen the Win-Win partnerships that can dramatically improve performance in today's ultra-competitive global marketplace.

- Create "must have" relationships with partners who possess unique, important capabilities.
- Define clear and mutually-beneficial goals.
- Develop strategic and tactical initiatives to achieve these goals.
- Assess the relationship's importance to the partners.
- Gain commitment from partners for revenue goals and sales objectives.
- Minimise competitive vulnerabilities.
- Build partner loyalty.
- Determine the return on investment of channel programmes.

## What You'll Learn

Provides participants with proprietary techniques and tools that have proven their worth by increasing the effectiveness of channel programmes.

- Channel Partnership Statement
- Mapping Focus Alignment
- Focus and Stop Investments
- Partner Interview Guide
- Strategic Channel Partner Analysis (Platinum Sheet)

## Who Should Attend?

- Strategic account teams responsible for managing channels
- Sales, marketing, and business development managers and directors responsible for developing channels
- Strategic channel account managers
- Regional channel managers
- Team members involved in support of strategic channel partner accounts

## Real-World Selling Strategies

Involves participants in real-world situations, not theoretical case studies, and enables them to create detailed action plans for their channel partners that include:

- Discussion of various channel models.
- Channel Focus Alignment.
- Development of comprehensive Situation Appraisals (key players, trends, opportunities, strengths, vulnerabilities).
- Definition of clear partnership goals.
- Creation of effective Channel Partnership Statements.
- Creation of effective Sales and Support programmes.
- Develop Focus and Stop Investment decisions.

## The Value of *Channel Partner Management*<sup>SM</sup>

The *Channel Partner Management*<sup>SM</sup> process helps organisations improve the efficiency and effectiveness of their channel relationships. By focusing on mutually-beneficial partnerships and Win-Win strategies, the

programme helps businesses take their channel relationships to the next level. Through this process, both parties are able to mutually set expectations, and align and focus resources to maximise their return on investment.

*Channel Partner Management*<sup>SM</sup> requires concentration, involvement and attention. Like all Miller Heiman offerings, this programme is rigorous and challenging...because that's what it takes to sell successfully today. For more information about Miller Heiman's *Channel Partner Management*<sup>SM</sup> programme: Call +44(0) 1908 211212 or visit [www.millerheiman.com](http://www.millerheiman.com).

**" To win today, you have to do more than compete successfully with rivals. You also have to cooperate successfully with partners."**

*President, Garrett-Miller Associates*