

# Channel Partner Management<sup>SM</sup>

Aligning Optimizing Results from Indirect Distribution

## Overview

*Channel Partner Management*<sup>SM</sup> facilitates strategy alignment for organizations that go to market through an indirect channel. Organizations will gain a process to define goals, minimize vulnerabilities, and establish commitments. This program offers a method for prioritizing channel partners based on the potential of the partnership and for aligning objectives for enhanced performance.

Satisfying mutual business objectives requires an understanding of each party's key area of focus and unique strengths. This program helps organizations validate and commit to the programs that accomplish desired objectives and optimize both parties' investment in the partnership.

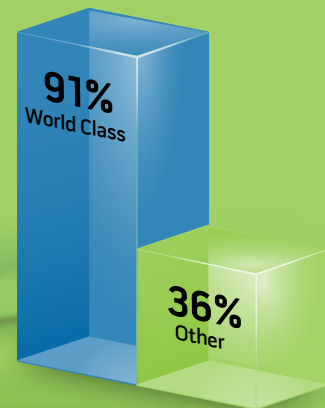
*Channel Partner Management*<sup>SM</sup> may be the right solution if your company is trying to:

- Improve consistent commitment from your business partners.
- Grow revenue from partners not currently meeting expectations.
- Increase return on investment of resources allocated to a partner.
- Gain enhanced visibility into opportunities brought forward by partners.
- Maximize the efficiency and effectiveness of channel relationships..

## Coordinating for the Customer

When selling through channels, these partners have a highly visible role in your relationship with customers. They are often in the best position to recognize a change in needs. World-Class Sales Organizations are more than twice as likely to agree that they have the structure to respond to these changes.

**Our organizational structure allows us to easily adapt to our customers' changing needs.**



"As a result of the program, I have a better understanding of the positioning of our products, the channel and their staff."

— Account Manager, Education

# Program Facts

## Channel Partner Management<sup>SM</sup>

### Who Should Attend

Any member of the organization involved in distribution or channel partner management. This includes sales and sales management as well as post-sales support such as customer service, logistics, and IT. Any department that will have an ongoing relationship with your partners can help advance the customer relationship by implementing the process.

### How Your Organization Will Benefit

#### Enable field sales to:

- Analyze the current status of relationships to identify discrepancies and develop a shared vision with partners.
- Align members of the selling team with their counterparts in partner organizations to improve communication and collaboration.
- Learn to set clearly defined sales and relationship goals with measurable results.

#### Enable sales management and senior leadership to:

- Document multi-year plans to manage partner relationships, enabling information to be easily shared across account teams.
- Develop stronger and wider relationships within partner organizations, increasing account retention and long term stability and growth.
- Allocate limited resources more effectively.

### Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Virtual classroom
- Train-the-Trainer (Client Associate)



▶ **Sales Access Manager<sup>SM</sup>** – Sales process integration with relationship management systems (CRM).

### Related Offerings

**Strategic Selling<sup>®</sup>** – Comprehensive strategy for winning complex sales.

**Conceptual Selling<sup>®</sup>** – Communicate effectively to uncover and align with the customer's buying process.

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

**Strategic Selling<sup>®</sup> Funnel Management** – Increasing accuracy and improving funnel management.

**Negotiate Success<sup>SM</sup>** – Win-win negotiations that strengthen customer relationships.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.