



WORKSHOP FEATURES

Chapter 1 – Your Customer

Learning the players – Channel Managers, Agents, Internal Customers, End Customer. Different types of Agents, their industry approach and value props. Who are your best target channel partners? Understanding your channel partner's business models, challenges, vertical focus and business issues.

Chapter 2 – Territory Performance

Defining your role as Territory Manager or Channel Manager. Define your objectives. Identify top producing accounts, current pipeline, account qualification method. Review current metrics. Define your existing and new accounts to penetrate and profile based on opportunity for revenue production.

Chapter 3 – Market Management

Hot Services Market Overview with focus on current hot services. What is Marketing? – Define basic principles of marketing (4 Ps). Territory overview, what are strata vs. verticals. How to segment customers per vertical? How marketing applies to your territory.

Chapter 4 – Territory Management

Building a Strategic Territory and Channel Plan. How to identify key influencers within each market segment. How do you market to your customers? Demand Generation activities for their specified customer set. How to produce vertical or business issue focused events. Establish and track metrics for performance.

Chapter 5 – Your Value Prop

Create and tune your value proposition for Channel Partners and Agents. Test this value prop against your objectives and activities to ensure they support each other?

Chapter 6 – Matrix Management

Working with your peers and internal customers in a matrix management model with shared business plans and no reporting structure. How to manage and implement major marketing events across your territory. Sharing demand generation activities. Working with your marketing organization for program development and offers.

Chapter 6 – Revenue Management

Complete a Territory Plan for your territory. Balancing your time – channel partner management and activation, direct customer meetings and actions. Specific "next steps" you will take and how you will measure progress?

For more information on any of our products or services please call or visit us on the Web.

Spohn & Associates, Inc.
8940 Research Blvd.
Suite 300
Austin, TX 78758
Phone: (512) 685-1000
FAX: (512) 685-1800
<http://www.spohncentral.com>
<http://www.spohntraining.com>

Territory/Channel Management & Marketing Workshop

WORKSHOP BENEFITS

Workshop goal is to develop Territory Managers and Channel Managers into more of a strategic thinker and planner.

We reinforce existing skills and augment areas of improvement to enable new Territory Managers or Channel Managers to drive sales performance through their channel.

We train them to look at their territory using basic marketing principles, and how to manage their relationships with Channel Managers and Agents demonstrating peer to peer leadership and management skills as well as interpersonal management skills.

We teach strategic territory planning skills using tried and true methods in place today.

We provide key components required for them to generate a business, territory, and marketing plan



WORKSHOP DESCRIPTION

This 2-day Instructor-Led Workshop (customized for your Channel) is designed for Territory Managers and Channel Managers who work directly with their Agents. This course helps Territory Managers develop strategic thinking and planning skills, manage successful relationships with Channel Managers and Agents, build peer to peer leadership and management skills, develop strategic territory planning skills and apply basic marketing principles to their territory plan. It also reinforces existing skills and augments areas of improvement to drive sales performance in their territory

WORKSHOP OBJECTIVES

After completing this course, TMs and CMs will be able to:

- Define and document their channel/territory management role
- Baseline their channel/territory
- Apply marketing and demand generation to their territory plan
- Segment and prioritize their customers with vertical market target focus
- Produce a channel/territory plan that identifies actions and components required to achieve specific revenue results
- Create and tune value propositions for channel agents and customers
- Improve their matrix management skills

PERFORMANCE OBJECTIVES

This course will enable TMs and CMs to meet their performance objectives by:

- Demonstrating leadership and management behavior that allows for the development of a strategic business plan while continuing tactical execution of objectives
- Developing and implementing a strategic business (channel/territory) plan which proactively identifies opportunities within the market segments to favorably position your services
- Developing, implementing and managing demand generation events that improve your position and gain a competitive edge
- Establishing and continually leveraging internal and external relationships to better understand Agents and their Customers
- Continually managing the lead generation process to ensure accurate positioning of your products and services