



SA-S : Indirect Selling Channel Management Applied

Improve channel partner performance through effective channel management

Different mindset needed for channel management

Currently Channel Managers (CMs) engage their channel partners based on an old model of territory management based on deal flow. But channel management is much more complex than just managing partner funnels and sales activity. Channel managers need to view their role as a true partner to their indirect channel partners by understanding their business model, unique value props and service portfolios, territory and vertical market focus, and go-to-market and demand generation plans. They also need to learn matrix management of their internal business partners in marketing, direct sales, and product support teams that are critical to channel partner support and enablement.

Applied channel management methodology teaches necessary planning skills

How does the TM develop these partnership and matrix management skills? Spohn's Channel Management Applied course trains students to look at the channel partners in their territory using customized principles of strategic territory marketing and sales management, combined with unique and proven methods of managing their relationships with internal, direct, and channel partners through peer to peer leadership and

matrix management skills focused on results. The result is a closer tie between the direct and indirect channel and a customized methodology that drives greater revenue per channel partner.

Channel Management Applied Course Overview and Objectives

Spohn's 2-day Instructor-led course provides hands-on, interactive learning and exercises in a MBA-style class. Using this format, Channel Managers engage in discussion and exercises based on real-life business situations.

The course includes proven methods and procedures within the Spohn Applied Selling framework. Upon completion of the course, students will be able to:

- Examine and compare channel partners and their customers' profiles and decision making processes and select an approach that fits their needs
- Define, baseline and document their channel and territory management role
- Create and tune their value propositions for their various internal and external customers, then test them against their channel/territory plan
- Build vertical marketing campaigns targeted to their channel partners and customers
- Apply basic marketing principles to

Benefits

- **Create more effective value propositions for your various customers and verticals**
- **Build demand within your channel/territory by applying tried-and-tested channel management techniques**
- **Produce a territory plan that ties your actions to revenue results**
- **More effectively manage your internal resources to maximize channel partner satisfaction**
- **Drive sales performance in your territory**

- their channel/territory plan
- Develop a strategic yet actionable channel/territory plan that ties actions to revenue results
 - Identify and implement demand generation activities
 - Build matrix management skills to improve working relationships with internal and external customer base

Course curriculum is tailored to meet specific learning objectives

Your Channel Management curriculum may be customized to include the following key topics:

Understanding Your Customers

- Who are the players – Channel Partners/Sales Agents, Sales Account Executives, Channel Managers, Internal marketing and Product organizations, End Customers
- Defining the different types of channel partners and their industry approach and value propositions
- Understanding your channel partner's business model – challenges, ROI model, vertical focus, key business issues
- Converged channel partners and their value proposition
- What makes a channel champion/ who are your best target channel partners

Channel/Territory Performance

- Define the new role of a Channel Manager
- Strategic Territory and Channel Management vs. Tactical execution
- Defining Revenue Growth (Production), Market Share Growth, and Target Account Penetration objectives

Opportunity & Market Management

- Hot Services Market Overview –

- overview of business issues and markets for Convergence, Security and Business Continuity, Compliance, IP Services, VoIP/IPTel
- What is Marketing? – Define basic principles of marketing
 - Territory overview - Segmenting and defining your territory stratas and verticals

Tuning Your Value Proposition

- Create and tune your value proposition for:
 1. Channel Partners
 2. Direct Sales Executives
 3. Internal Support Groups
 4. Customers
- Testing the value proposition against your objectives and activities – do they support each other?

Matrix Management Skills

- Working with your peers and internal customers in a matrix management model
- Developing shared business plans without reporting structure
- Sharing demand generation activities – leads, events, marketing, managing
- Compensation Plans

Revenue Management

- The complete territory plan – complete one for your region/territory
- Balancing your time between channel partner management and activation, Direct sales team engagement, direct customer meetings and actions
- Specific Next Steps – How do you measure your progress?

The SA-S methodology and content is also tailored to meet the specific objectives and content requirements of the customer.

Features

- **Develop management relationship skills dealing with matrix management of channel partners, Direct Sales Executives, and channel management**
- **Learn how to develop and use “elevator pitches” and value propositions specific to this new role**
- **Includes real-world case studies and training exercises based on first-hand successful sales experience**
- **Students role-play to gain hands-on experience and practice successful sales or coaching techniques**
- **Provides validated pre-and post-assessments measuring level 2 evaluation**
- **A proven sales process for acquiring, managing, and growing long-term channel partners**

Spohn's SA-S : Channel Management Applied is a member of a catalog of courses tailored to improve selling techniques.

For further information please contact our corporate office at 512.685.1000