

▶ **EQUIPPING YOUR PARTNERS WITH VALUE**

Building effective and profitable channel strategies is the only way to gain the mindshare of the reseller community in today's market...

Technology companies are relying more and more on channels to take their products to market. However, partners with different but competing business models can have difficulty with the execution. SVLC provides in-depth workshops that builds the bridge between the manufacturer's requirements and the reality of today's VAR business model. Channel manager meetings are often seen as ineffective in the eyes of the reseller. Today's business climate demands that channel managers become enablers of the channel sales process by understanding where they are failing and providing direction and support in the areas most critical to their success. This workshop focuses on helping the channel team become a consultants to their partner resellers with the goal of increasing sales and profitability.



▶ **WHAT YOU WILL GET**

A one day interactive workshop

Hands-on approach to learning

Industry proven models for business

Easy to follow workbooks

Ongoing partner support options



▶ Channel Management Workshop

▶ **BENEFITS**

- ▶ Become a consultant to your partners
- ▶ Increase your business through channel sales
- ▶ Become an enabler to your partners

▶ **FEATURES**

- ▶ Understanding the VAR profit model
- ▶ Understanding the VAR value proposition
- ▶ Learn how to help Partners reach executives
- ▶ Understand why VARs are failing and how to help

Workshop Outline

Part I:

- Understanding the VARs perspective on technology adoption life-cycles
- VAR profit models and how they differ from technology product models.
- Understanding the importance of VAR business vision and strategy.

Part II:

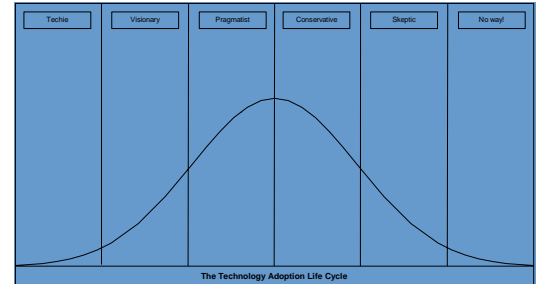
- Building the solution value proposition
- Applying the solution value proposition
- Success factors for a world class professional services team.
- The role of the "vendor partner"
- The reseller sales model
- Building effective win/win partner strategies

PROFIT MODELS



Are you providing value to the resellers you work with? As more business goes through the channel, channel managers become central to your company's go-to-market strategy. If you want to add value to your resellers, you can do it by becoming a consultant; providing valuable insight into their business model and solutions strategy.

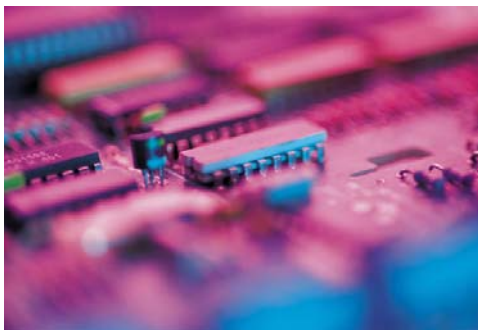
Understanding the Technology Adoption Life-Cycle from the reseller's perspective is critical to understanding how VARs profit from products and services they sell. Geoffrey Moore, in his book *Inside the Tornado* made this concept popular from the manufacturer's perspective; in this workshop we shed new light on how these same market pressures affect the VAR business model, solution strategy, and ultimately VAR profitability.



GAINING MIND SHARE



Do your resellers make the time to meet with you? This workshop is meant to help you gain the mindshare of your reseller/partners. The two big questions in the market right now are: How do I reach the economic buyers in the accounts I am calling on to reduce the likelihood of price being the deciding factor, and how do I equip my sales people with a value proposition that addresses the needs of these decision makers once I get there. If you think through your partner relationships, chances are that only about 10% of them are actually selling enough to make a



reasonable quota. If you are lucky they are selling your product to do it. But are they adding value? Are they selling solutions that allow them to value price the deals they are selling? Or are the sales cycles long and the margins thin as they wade through evaluations, bake-offs, and purchasing negotiations. The solution to fixing these problems is found in the value proposition most resellers are lacking. Armed with an understanding of the resellers hurdles, business pressures, and value proposition, channel managers can become the resource that VARs actually pay for today through independent consultants, to restructure their business models. Become an enabler and gain their mindshare.

YOUR PARTNER'S SUCCESS



As a channel manager you should think of yourself as a personal coach. Older channel models focused on signing up every reseller who was willing to fill out a form. Today's channel marketing strategies depend on picking a select group of partners and investing the time it takes to build a strong practice. As a channel manager, you must offer value as a consultant or coach to the practice you are building. This means; 1) You must have a working knowledge of the reseller business model and an understanding what makes the business successful 2) You need to know how VAR sales models differ from the sales models used by high-tech companies like yours,



and 3) You will have to know how to profitably add products to their solutions as emerging technologies replace mature technologies. Today's VAR managers are looking for the right strategies to increase profitability. The more you can learn about how the VAR business works, the better equipped you will be to provide wise counsel. As you provide valuable insight into your partner's businesses, you will find they are happy to include you in their decision making process. Also, take advantage of partner planning tools, personal coaching for your partners and channel managers, and ongoing support from SVLC.