

# Why Buy?

## High spots

- A competitive business simulation which gives you the chance to act as the board of a distributor in a dynamic market
- Identifying your own 'channel management style' and learning how to adapt it to suit different partners
- Getting key insights into relevant marketing and financial techniques which will help you advise your partners
- Learning performance indicators which generate win/win outcomes for all parties

*"Excellent course which will be very useful in the future."*

*"Great learning opportunity for me."*

*"A great opportunity to see things from my channel partners' viewpoint – I can now give much better advice."*

## To book or find out more:

**t: 0845 072 0144**

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**Developing People > Advancing Business**

## Managing Channel Partners

**Motivate your distributor channels to promote your business profitability**

**Duration: 2 days £1,150 + VAT**

### Business and personal benefit

Selling through a team or an organisation that is not directly under your control presents special challenges. Learn how to train and motivate your channels to achieve outstanding results by setting performance standards and monitoring results. Whether you are newly appointed or experienced, this very practical programme gives a wealth of ideas for achieving profitability for your company by enabling your partners to achieve profitability for themselves. Case studies, input sessions, skill practice, questionnaires and a unique 'computer-generated' simulation exercise combine to provide a stimulating and enjoyable two days.

### Target audience

Experienced, newly appointed and potential export/channel managers, as well as more senior sales executives seeking an in-depth appreciation of channel management, will benefit from attending.

### Objectives

You will leave the course:

- Able to recruit the right channel partners – identify characteristics of a 'dream distributor' to match your own channel portfolio
- Able to produce and present business plans that win commitment from your channels – target key elements and present them in an acceptable way to your channels
- Able to effectively monitor your channel partners – understand the importance of Key Performance Indicators in channel management and how to set them so you can monitor activity and targets
- Using the right marketing techniques and able to advise your partners on their marketing
- A flexible and effective channel manager – understanding that different channels need different management
- Able to motivate your distributors and their sales teams for a win/win outcome
- Implementing distributor training programmes that 'stick'
- Applying the principles of Partnership Selling – while training on the job and joint calling
- Able to act as a business advisor to your partners

### Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module	Learning points	Outcomes After this module you will...
<b>Marketing channels</b>	<ul style="list-style-type: none"> <li>- Marketing and the marketing mix</li> <li>- The role of channel partners in the mix</li> <li>- The advantages and disadvantages of using third party channels</li> </ul>	<ul style="list-style-type: none"> <li>- Understand the reasons for using channels</li> <li>- Know how to make good channel decisions</li> <li>- Be able to advise your channel partners on their own marketing</li> </ul>
<b>The role and responsibilities of the channel partner manager</b>	<ul style="list-style-type: none"> <li>- What channel partner principals expect</li> <li>- What channel partner staff expect</li> <li>- What end users expect</li> <li>- What your company expects</li> </ul>	<ul style="list-style-type: none"> <li>- Carry out the channel partner manager role fully and effectively</li> <li>- Successfully balance the needs of your company and your partners</li> <li>- Deliver results for your business and build your reputation with customers</li> </ul>
<b>Channel management styles</b>	<ul style="list-style-type: none"> <li>- Different management styles</li> <li>- Building key relationships</li> <li>- Using the different styles flexibly</li> </ul>	<ul style="list-style-type: none"> <li>- Understand your own preferred style of partner management</li> <li>- Support each partner in the most effective way for them</li> <li>- Develop good rapport at all levels inside your partner businesses</li> </ul>
<b>Strategic decision making</b>	<ul style="list-style-type: none"> <li>- Different strategy models</li> <li>- Choosing the best strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Be able to contribute to your own company's strategic decision making</li> <li>- Be able to give good strategic advice to the principals of your partners</li> </ul>
<b>Competitive simulation project (runs in 4 stages throughout the course)</b>	<ul style="list-style-type: none"> <li>- Achieving the right marketing mix</li> <li>- Selecting the right channel marketing strategy in a competitive situation</li> <li>- Optimising market share, price and profit</li> </ul>	<ul style="list-style-type: none"> <li>- Understand fully the challenges and the decisions faced by your channel partners</li> <li>- Better advise your partners on the strategy they should adopt to meet their goals</li> </ul>
<b>Financial aspects of managing a business</b>	<ul style="list-style-type: none"> <li>- The financial structure of business</li> <li>- Profit, cash flow and return on investment (ROI)</li> <li>- Key financial business drivers to improve ROI</li> </ul>	<ul style="list-style-type: none"> <li>- Make better decisions to build your own company's ROI</li> <li>- Give excellent advice to your partners to help them achieve a good ROI</li> <li>- Use financial justifications when joint selling to end users</li> </ul>

Module	Learning points	Outcomes After this module you will...
<b>Channel partner selection</b>	<ul style="list-style-type: none"> <li>- Key selection criteria</li> <li>- Identifying strengths and weaknesses of different prospective partners</li> <li>- Launching a new partner</li> </ul>	<ul style="list-style-type: none"> <li>- Advise effectively on partner selection (or make good decisions yourself)</li> <li>- Develop a good induction programme for new partners</li> <li>- Help new partners to get started quickly</li> </ul>
<b>Training partner staff</b>	<ul style="list-style-type: none"> <li>- What you need to train them in</li> <li>- Planning a training strategy</li> <li>- Implementing effective training</li> </ul>	<ul style="list-style-type: none"> <li>- Provide excellent initial training for your new partners</li> <li>- Keep established partners well informed</li> <li>- Build great relationships with partner staff</li> </ul>
<b>Motivating channel partners</b>	<ul style="list-style-type: none"> <li>- The motivational drivers which operate at different levels of a partnership</li> <li>- How to tap into those drivers to achieve the results you want</li> <li>- Motivating partners who handle other (competitive) products/services</li> </ul>	<ul style="list-style-type: none"> <li>- Align your company's objectives with your partners' objectives</li> <li>- Motivate your partners' sales teams to sell what you need them to sell</li> <li>- Win the major 'share of mind' for your company with non-exclusive partners</li> </ul>
<b>Managing channel partner performance</b>	<ul style="list-style-type: none"> <li>- Different potential key performance figures</li> <li>- Monitoring results</li> <li>- Taking corrective action if necessary</li> </ul>	<ul style="list-style-type: none"> <li>- Agree mutually acceptable key performance indicators</li> <li>- Establish feedback systems to report performance</li> <li>- Successfully negotiate performance improvement activities</li> </ul>
<b>Your company's value proposition</b>	<ul style="list-style-type: none"> <li>- What attracts top quality channel partners?</li> <li>- Where do your company's interests and your partners' interests coincide/differ?</li> <li>- Achieving a win/win proposition</li> </ul>	<ul style="list-style-type: none"> <li>- Motivate good partners to want to represent you</li> <li>- Maintain good partner relationships</li> <li>- Achieve mutually satisfactory business goals</li> </ul>
<b>Evaluating overall results and planning for the future (finale of simulation which has run throughout the course)</b>	<ul style="list-style-type: none"> <li>- Comparison of results achieved by the different 'competitors'</li> <li>- Presenting a strong case to win/maintain a partnership</li> <li>- Choosing the best partner for both qualitative and quantitative reasons</li> </ul>	<ul style="list-style-type: none"> <li>- Understand how different strategies generate different results</li> <li>- Be able to talk confidently about all aspects of your company's policy and your partners' actual and potential strategies</li> </ul>

# Why Buy?

## Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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# Managing Channel Partners

## Supporting your career development

Whatever route you take in your career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

<b>Leadership</b>	Strategic Sales Management Field Sales Management 2 Field Sales Management	
<b>Developing roles</b>	Managing Channel Partners Marketing Essentials Key Account Management	
<b>Developing skills</b>	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
<b>Foundation</b>	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
<b>Introducing sales</b>	Appointment Making	Sales for Non-Salespeople

## The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

