

**Winning with Partners** brings together joint partner planning and sales execution in a highly interactive two day program. The Partners will discuss the fundamentals of effective partnering to provide the basis for the relationship moving forward and their expectations of each other. The participants will learn how to generate new opportunities, assess and qualify those opportunities, then techniques to close them.

WWP brings together processes to manage accounts and opportunities and skills to execute the processes into winnable deals. The participants will learn how to get appointments with their key customers; build trust and credibility with the key people of influence; determine how to add value to their customers and be able to articulate that value in the form of a Value Proposition to differentiate their products and services from the competition. They will learn to use questioning and listening techniques to unearth the real needs of the customer; how decisions are really made and how they can influence those decisions and how to handle objections to be able to turn them into a possible sale.

#### **Who should attend?**

WWP is designed for the Channel Managers, Sales Managers and Partner Sales Teams.

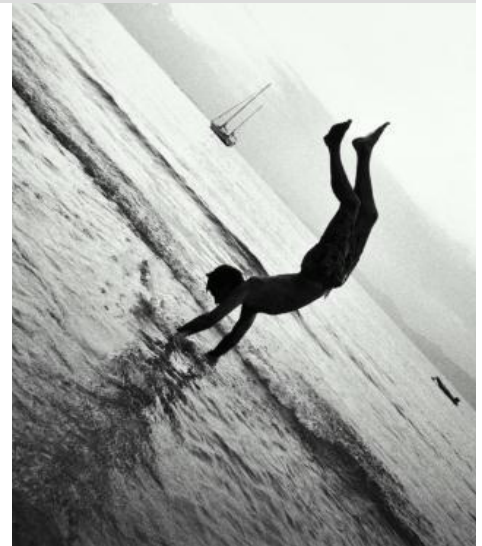
#### **Program Outline**

- Effective partnering
- Lead generation
- Territory segmentation and focus
- Managing your opportunities
- Executing the plan
- Making the appointment
- Creating favourable impressions
- Handling objections and gaining commitments

#### **How will participants benefit?**

The business benefits of the Winning with Partners program are:

- Increased pipeline through lead generation initiatives
- Increased win-rate and revenue achievement
- Drive partnership efficiencies through agreed expectations of the partnership, agreed success criteria, agreed roles and responsibilities and balance of returns
- Increased customer satisfaction and loyalty through a greater awareness of the customers needs
- Create competitive differentiation by having the ability to deliver key messages in the form of a value proposition
- Improve team communication by having a common language and approach to managing opportunities



A fresh  
perspective  
on your  
performance