

Joint Partner Planning (JPP) is a highly interactive one day planning session that brings together companies wishing to partner to maximize their return from a single account or target market. They create a common understanding of the business or market drivers and then identify joint initiatives that both companies can work on. The initiatives are then prioritized, competitive differentiators identified and joint solutions developed. Comprehensive tactics are then put in place to move the initiatives and the partnership forward. The final activity is to develop a joint 'Value Proposition' so that every member of the team can articulate the value that the partnership brings to their target customers.

In a recent survey, 84% of CEO's of the Fortune 500 companies stated that their major growth engine in the next 5 years would be through partnering and alliances, but only 15% had a process in place to effectively manage those partnerships. JPP will help to address this.

Who should attend?

JPP is designed for the Sales Teams from the two prospective partners. This includes Sales Managers, Technical Managers, Account Managers, Partner or Channel Managers, Marketing Representatives and the Account Teams.

Program Outline

- Scene setting presentations
- Identify business initiatives and opportunities
- Categorise initiatives
- Develop joint initiatives and prioritize
- Develop a joint value proposition
- Develop 30, 60, 90 day action plans
- Next steps for the partnership

Business Benefits

The business benefits of the *Joint Partner Planning* Program are to:

- Create a common understanding of the business potential of the target account or target market.
- Sets clear expectations of the partnership, agreed success criteria, agreed roles and responsibilities across the value chain.
- Quickly and rigorously assess which initiatives will provide the best return on the resource investment.
- Improve resource utilization to leverage combined resources.
- Analyze the partner's capabilities to determine the best partnering strategy.
- Integrate and leverage activities to best promote the partnership.
- Align partner messages to present a unified front to customers.
- Create a Joint Partner Plan to move the initiatives and partnership forward.



A fresh
perspective
on your
performance