

Managing Partner Relations (MPR) is a highly interactive one or two day program for Channel Managers who have responsibility for growing the sales business through the indirect channel of partnering. They will learn the fundamentals of effective partnering and then plan how they can work most effectively with their chosen partners. They will gain insight into the partners capabilities, market segments, competition and revenue potential and capture it in a documented Partner Plan.

The Channel Managers will develop their Channel Strategy and then focus on a major partner. They will analyse the current relationship and develop strategies to effectively manage the partnership. This will be based on trust and credibility and a clear understanding of each others roles and responsibilities across the value chain and agreed definitions of success. During the program they will develop their goal for the partnership and the SMART objectives to be able to achieve the goal. They will also review the 'Winning with Partners' (WWP) program which they may subsequently attend with their chosen partners (optional follow-up program).

Who should attend?

MPR is designed for the Channel Managers, Sales Managers and anyone involved in working with their chosen partners.

Program Outline

- Effective Partnering
- Developing your Channel Strategy
- Analysing the Partners Business and the Business Potential
- Gaining Partner Mindshare
- Managing the Partner Relationship
- Overview the 'WWP' Program

Business Benefits

The business benefits of the *Managing Partner Relations* program are to:

- Gain insight into the Partners capabilities to determine the best partnering strategy and the revenue potential for the partnership.
- Set clear expectations of the partnership, agreed success criteria and roles and responsibilities across the value chain.
- Quickly and rigorously assess which initiatives will provide the best return on the resources allocated.
- Improve resource utilization to leverage the combined resources of the partnership.
- Help gain mindshare of the partner.
- Create a Partner Plan to move the initiatives and partnership forward.



A fresh
perspective
on your
performance