



# Channel Partner Management

Channel Partner Management (CPM) is a methodology designed to help channel partner managers to develop and manage a portfolio of partners to generate higher levels of sales results. CPM provides repeatable methods and tools, and develops the skills required to effectively identify and recruit channel partners, jointly plan for partners' growth and success, and significantly improve the level of relationship with channel partner organizations. The result of CPM is a more successful channel sales organization with higher levels of sales productivity, more efficient use of channel support resources, and more profitable business.

CPM focuses on helping sales professionals to develop higher levels of business to, through, and with a portfolio of channel partners.

## INTENDED AUDIENCES

CPM is designed for any sales professional who must build and manage a portfolio of channel partners, and maximize their sales results.

## THE CHANNEL PARTNER MANAGEMENT LIFE CYCLE

TARGET, RECRUIT, AND ENCOURAGE						GROWTH PLANNING AND ENABLEMENT		MANAGE PLAN AND RELATIONSHIP	
Recruit and Encourage "Sales" Process						Prepare	Build Plan	Execute Plan	Monitor, Check & Confirm
Target	Create	Qualify	Develop	Prove	Close				

## PROGRAM OBJECTIVES

Designed to develop critical skills for working effectively with channel sales partners, CPM enables sales professionals to:

- Identify and recruit the right kinds of partners
- Analyze partners and identify their relative strengths and weaknesses
- Work more effectively with channel sales partners
- Prioritize partner sales activities and optimize use of company support resources

- Identify hidden issues impacting partner performance
- Jointly plan and set realistic expectations for partner performance
- Earn trusted advisor status with channel sales partners
- Gain greater “mindshare” of channel partners for selling company solutions
- Sell more business to, through, and with channel partners

## WORKSHOP TOPICAL AGENDA

CPM is a modular program, designed to be tailored to the unique requirements of each client. The standard instructor-led CPM workshop is a three-day, highly interactive program, using in-classroom tools and application exercises. The standard workshop includes:

### DAY 1

#### Welcome and Introduction to Channel Partner Management

- Objectives:
  - Identifying the desired state of many partner relationships
  - Identifying your level of relationship with your partners
  - Introducing the channel management lifecycle
- Exercise:
  - Discuss and capture channel management difficulties

#### Target, Recruit, and Encourage Channel Partners

- Objectives:
  - Understanding how partner organizations plan, evaluate, and buy
  - The steps of the “recruit and encourage” sales process
  - How to effectively target and select the right partners
  - How to identify the pain and power sponsorship in partner organizations
  - How to stimulate interest with the targeted partners
  - How to conduct an effective meeting and diagnostic sales conversation
  - How to create a plan for a partner to evaluate the potential relationship
  - How to demonstrate value to sell and close partnerships
- Exercises:
  - Discussion: What constitutes effective partner selection criteria?
  - Team activity: Create a Reference Story to stimulate interest and credibility with partners
  - Team activity: Pain admission exercise
  - Role play: Role play a consultative sales conversation with a prospective partner
  - Team activity: Controlling the sale exercise

## DAY 2

### Channel Partner Growth Planning and Enablement

- Objectives:
  - Identifying the Trusted Advisor Value Cycle
  - Identifying partner enablement capabilities and differentiation
  - Elements of a Partner Growth Plan
  - How to create effective partner growth plans that benefit both parties
    - Identifying the key relationships in the partnership
    - Identifying the primary business initiatives of the partner
    - Key tasks and time frames for action
    - Value and success criteria
  - How to assess the strength of the growth plan
- Exercises:
  - Team activity: Identify your differentiators
  - Team activity: Build a Partner Growth Plan

### Managing the Channel Partner Plan and Relationship

- Objectives:
  - How to conduct a business review session
  - Identifying competitive encroachment
  - How to check the health of the partnership
  - Leveraging partner satisfaction surveys
- Exercises:
  - Team activity: Conduct a Partner Health Check
  - Team activity: Conduct a Sales Company Indirect Health Check
  - Activity: Discuss value of partner satisfaction surveys and how to use them

## DAY 3

### Managing the Channel Partner Plan and Relationship (continued)

- Objectives:
  - How to act as a virtual sales manager to the partner sales team
  - How to conduct pipeline and opportunity reviews with partners
  - A model for preparing and executing coaching sessions with partners
    - Opportunity vs. skill coaching
    - Preparing for coaching discussions: GRAF model
  - Partner pipeline management
- Exercise:
  - Activity: Discuss the types of partners you engage with globally

### Getting Started with Channel Partner Management

- Objectives:
  - Discuss the importance of putting CPM principles to work
- Exercise:
  - Activity: Prepare a 30/60/90-day implementation plan

## INSTRUCTIONAL MATERIALS

The CPM workshop is designed with adult learning principles in mind. The program's instructional materials facilitate participant understanding by using a mix of media to transmit and reinforce key learning points. Richardson Sales Performance provides full-color training content in electronic workbooks, for use on participants' mobile devices or laptop computers, as well as color reference charts, animated presentations, and interactive content, where appropriate.

## USEFUL SALES TOOLS AND JOB AIDS

The CPM workshop includes a variety of helpful job aids and tools. As participants complete the workshop exercises, they develop proficiency by applying these tools to their channel partner portfolio. After the workshop, channel partner managers can use the tools on an ongoing basis for effective execution of partner management skills.

The job aids provided in the CPM program toolkit include:

- Partner Selection Criteria Worksheet
- Partner Recruiting Tools
- Differentiation Grid
- Partner Growth Plan
- Strength of Plan Check
- Partner Health Check
- Strength of Sale Analysis
- GRAF Coaching Preparation
- 30/60/90-day Implementation Plan

## STRATEGIC VALUE

Channel Partner Management provides channel partner managers with the skills and methods they need to develop a portfolio of productive partners and increase channel sales results. The outcomes of this methodology are new growth in channel sales, higher partner productivity, and a higher level of relationship and share of sales with channel partners.



# RICHARDSON SALES PERFORMANCE

Growth, simplified

Richardson Sales Performance is the global leader in sales training and performance improvement. The improved sales training company drives accelerated growth by simplifying and solving the sales-growth equation. From ensuring your sales managers are executing the right activities to equipping your sales team to drive a buyer-aligned sales process with exceptional skills and strategies, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results. Get to know us and experience what is possible – managers who know exactly how to drive growth from their teams, customers who see the difference in how your sales team shows up and a clear path to outperformance.

