CHAMPS
PARTNER MGT TRAINING

To accelerate your partner sales

Learning objectives

This training is focused on how to maximize that results with Partners:

- Identify and recruit the partners
- Analyze Partners and determine their SWOT
- Work efficient and effective with partners
- Create trust and rapp ort with Partners
- Sell more towards or with Partners

CHAMPS Training program:

Recruit the best partners	Boost partner sales	Maximization of partner sales
➤ In & Outs Partner Management (elearning): Relation Management, Types of Partners, Partner mgt Life cycle, Type partners, How to plan – organise-evaluate, Time management, Partner Contact matrix, Partner program, Long tail partner mgt ➤ How to select the right ➤ How to recruit partners ➤ How to on board & engage partners ➤ Partner contracting ➤ How to Sell and close partnerships ➤ Partner Account planning ➤ Keynote top 100 fortune Company	➤ Recap Part I ➤ Negotiating techniques ➤ Marketing & Social Media Essentials ➤ How to stimulate interest within the target partners ➤ An effective meeting and diagnostic sales conversation ➤ How to coach your partners ➤ Pipeline partners mgt ➤ Elements of a partner growth plan ➤ Keynote top 100 fortune Company	➤ Recap Part I & II ➤ Partner motivation/loyalty ➤ Conflict management with partners ➤ Marketing & Social Media advanced ➤ Co-Creation ➤ Business planning & Financial mgt ➤ Train the trainer programs ➤ How to evaluate a partnership PPI? ➤ Open panel discussion: top 100 fortune Company

Details:

Location: "Mecurius building", Prins Hendrikkade 21-6h, Amsterdam (opposite Central Station Adam)

Investment*: Part I&II: € 1.450 exclusief BTW p.p. , Part I&II&III: € 1.950 exclusief BTW p.p.

Duration/data: Part I&II: 12 hours, Part I&II&III: 18 hours, next available dates available at: http://we-empower.nl/register-champs-now/

Admission: Active in Partner Management Sales function

* Content and Rates subject to change