

# Partner Empowerment Program Worksession

Make your partner program ready for the partners today!

Our workshop program consists of several building blocks and reviews of partner programs, processes, systems and tools. The Partner Empowerment Workshop is a mechanism for exploring the gap between your current activities and future ambitions, and is a valuable means of reviewing processes, systems and tools

Below you will find the program for the 2 days workshop. We would like to receive input beforehand so we can prepare ourselves and make those 2 days the most effective. We will finish the second day with an analysis and approach for channel management. Additional we can develop a partner program guide for you and your partners.

	Day 1	Day 2
<b>REVIEW MARKET ANALYSIS</b> At start we take a look at the current market and your current position.	✓	
<b>REVIEW PARTNER PROGRAM</b> Together we will review the current partner program (marketing program, certification, incentives programs, partner communication)	✓	
<b>SEGMENTATION</b> Review of the current partners and their potential in the market. (Depth & breadth analysis)	✓	
<b>REVIEW PARTNERMANAGEMENT</b> We will go through the partner management and contact mgt matrix.		✓
<b>REVIEW PARTNER PROCCES</b> We will take an in depth insight in the current processes and Partner Journey.	✓	
<b>REVIEW MARKETING PROCESS</b> How do you support the partners with marketing (Push and Pull marketing).	✓	
<b>REVIEW TOOLS</b> Which tools are being used for the partners and end users. How do you relieve the partners.		✓

You want the best possible partner program, call or email us today on [contact@we-empower.nl](mailto:contact@we-empower.nl) or +31(0)88 1009050. We are looking forward hearing from you!