

"To win today, you have to do more than  
compete successfully with rivals.  
You also have to cooperate successfully  
with partners."

President, Garrett-Miller Associates



Channel  
Partner  
Management<sup>SM</sup>

## The Process

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Shows participants how to establish and strengthen the Win-Win partnerships that can dramatically improve performance in today's ultra-competitive global marketplace.

- Create "must have" relationships with partners who possess unique, important capabilities.
- Define clear and mutually-beneficial goals.
- Develop strategic and tactical initiatives to achieve these goals.
- Assess the relationship's importance to the partners.
- Gain commitment from partners for revenue goals and sales objectives.
- Minimize competitive vulnerabilities.
- Build partner loyalty.
- Determine the return on investment of channel programs.

## What You'll Learn

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Provides participants with proprietary techniques and tools that have proven their worth by increasing the effectiveness of channel programs.

- Channel Partnership Statement
- Mapping Focus Alignment
- Focus and Stop Investments
- Partner Interview Guide
- Strategic Channel Partner Analysis (Platinum Sheet)

## Who Should Attend?

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- Strategic account teams responsible for managing channels
- Sales, marketing, and business development vice presidents and directors responsible for developing channels
- Strategic channel account managers
- Regional channel managers
- Team members involved in support of strategic channel partner accounts



## Real-World Selling Strategies

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Involves participants in real-world situations, not theoretical case studies, and enables them to create detailed action plans for their channel partners that include:

- Discussion of various channel models.
- Channel Focus Alignment.
- Development of comprehensive Situation Appraisals (key players, trends, opportunities, strengths, vulnerabilities).
- Definition of clear partnership goals.
- Creation of effective Channel Partnership Statements.
- Creation of effective Sales and Support programs.
- Develop Focus and Stop Investment decisions.

## The Value of *Channel Partner Management*<sup>SM</sup>

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*The Channel Partner Management*<sup>SM</sup> process helps organizations improve the efficiency and effectiveness of their channel relationships. By focusing on mutually-beneficial partnerships and Win-Win strategies, the program helps businesses take their

channel relationships to the next level. Through this process, both parties are able to mutually set expectations, and align and focus resources to maximize their return on investment.

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*Channel Partner Management*<sup>SM</sup> requires concentration, involvement and attention. Like all Miller Heiman offerings, this program is rigorous and challenging...because that's what it takes to sell successfully today. For more information about Miller Heiman's *Channel Partner Management*<sup>SM</sup> program: Call (877) 552-1065 or visit [www.millerheiman.com](http://www.millerheiman.com).