

The Certificate in Channel Management



WHAT IS THE CHANNEL INSTITUTE?

- Training & Certification body exclusively dedicated to channel business.
 - Channel sales, channel management, channel marketing, channel strategy.
- Courses are industry-focused, reviewed and approved by an independent Industry Advisory Council.



WHAT IS THE INDUSTRY ADVISORY COUNCIL?

- Senior thought leaders on channel business topics.
- Work at some of the world's largest technology employers.
- All are VP or "Head of Channel" level of seniority.
- Review Channel Institute certificate courses to:
 - Ensure they are bringing best practices to students.
 - Ensure students are receiving training that is important to them as employers.

WHO IS ON THE COUNCIL?



Dale Weideling

VP Partner
Management



Michelle Chiantera

Vice President, Global
Partner Marketing



Thomas Jensen

VP Worldwide Partner
Sales Strategy



Jill Tracy

Head of Global Partner
Development



Iliyana Stareva

Head of Global Partner
Program



▪ *See the full list of Council members here:*

<https://www.channelinstitute.com/industry-advisory-council>

SAMPLE ALUMNI



Francisco Chang

Senior Director, Partner Sales
Latin America

Zendesk



Sergio Acevedo O'Brien

Vice President

Motorola



Jo-Anne Bourne

Senior Global Channels and
Alliances Marketing Manager

Verint



Sunnie Weber

IoT Partner Programs Strategy
Manager

Intel Corporation



Review sample alumni at:
www.channelinstitute.com/alumni

WHAT IS THE CERTIFICATE IN CHANNEL MANAGEMENT?

- Provides an in-depth understanding of both the fundamentals and best practices in managing and developing channel partners.
- You will learn the fundamentals you need to excel at your channel management career.
- Fee: USD\$2,300 including examination and certificate.



WHO IS IT FOR?

This course has been developed specifically for:

- Channel Management professionals at vendor companies.
- Those new to channel management, or those moving into a channel management role for the first time.



WHAT TOPICS ARE ON THE SYLLABUS? (1-4)

Module 1

Foundations & Terminology

Discover the fundamentals of channel management, key concepts & terminology.

Module 2

Partner Recruitment

Learn about ideal partner profiles, assessing new partner candidates and preparing to "Onboard" partners.

Module 3

Onboarding & Enablement

Get an introduction to the Onboarding and Enablement processes. Learn why these are critical to the success of your partner program.

Module 4

Partner Business Plans

Learn about "JMP" and joint business planning. Review best practices in holding all parties accountable for success. Understand the business impact of adapting plans over time.

WHAT TOPICS ARE ON THE SYLLABUS? (5-7)

Module 5

Channel Incentives

Understand the key concepts behind channel incentives. Review the most commonly used incentive types. Learn how to improve the effectiveness of your incentives.

Module 6

Partner Positioning

Discover the importance of helping your channel partners carve out their own niche. Discover tools to help create an effective market position.

Module 7

Partner Marketing

An introduction to the basics of channel partner marketing. Learn how to help your partners develop more effective market segmentation and targeting strategies.

WHAT TOPICS ARE ON THE SYLLABUS? (8-10)

Module 8

Opportunity Management

Review the key concepts of opportunity management. Master the basics of deal registration and lead management.

Module 9

Channel Data

Discover the fundamentals and best practices in channel data management. Learn the data priorities and the consequences of poor data management.

Module 10

Channel Relationships

Master the basics of relationship management and mitigating channel conflict. Learn how to build partner loyalty and strong partner relationships.

HOW DO I GET THE CERTIFICATE?

- Purchase at: <https://www.channelinstitute.com/courses/channel-managers>
- Take all 10 modules.
 - Video tutorials, interviews and Ebooks.
 - Approx 20 hours.
- Take the exam.
 - Online, multiple choice.
- Achieve 70% or more.
 - 30 minutes to complete.
 - Can take up to 6 times.





THANK YOU!

Further Questions?

Email info@channelinstitute.com

www.channelinstitute.com

