

# The Certificate in Strategic Channel Sales



# 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?



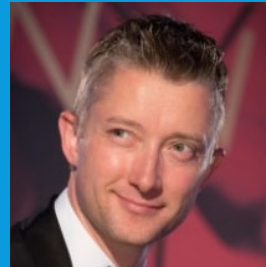
**Dale Weideling**

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](http://www.channelinstitute.com/alumni)

# WHAT IS THE CERTIFICATE IN STRATEGIC CHANNEL SALES?

- Provides an in-depth understanding of both the fundamentals and best practices in strategic selling with channel partners.
- You will learn the fundamentals you need to excel at your channel sales career.
- Fee: USD\$1,900 including examination and certificate.



# WHO IS IT FOR?

This course has been developed specifically for:

- Channel Sales professionals at technology and manufacturing companies.
- Professionals who are in the early to mid stages of their channel careers.



# WHAT TOPICS ARE ON THE SYLLABUS? (1-5)

Module 1	Module 2	Module 3	Module 4	Module 5
Foundations	Motivating Partners	Joint Value Proposition	Joint Business Planning	Joint Solution Selling
An introduction to standard terminology & standard practices in strategic channel sales.	How do different partner business models impact on how best to motivate them? What different incentive and compensation plans might you use? What non-financial incentives?	How can you create a joint value proposition that customers find compelling? What tools can you use to create a best practice joint value proposition?	How can you create a best practice business plan with your partner? Where does Joint Marketing Planning fit in? How can both parties be held accountable for results?	What does a joint solution selling process look like? How can you help partners differentiate themselves by extending your solution's functionality and fit?

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

Module 6	Module 7	Module 8	Module 9	Module 10
Joint Prospecting	Partner Pipeline Qualification	Partner Positioning	Evaluating Partner Performance	Relationships & Conflict
What are the different tactics you can use for joint prospecting? What is working for your competitors? How can you help partners with the digital challenge?	Tips and tools for realistically qualifying partners' pipelines. Best practices in joint opportunity management, lead management and deal registration.	Discover the importance of helping your channel partners carve out their own niche. Discover tools to help create an effective market position.	What are best practices in evaluating the previous periods performance and planning for the next? How can you help the partner build new capabilities?	Master the basics of relationship management and mitigating channel conflict. Learn how to build partner loyalty and strong partner relationships.

# WHAT ARE THE BENEFITS OF THIS COURSE?

- ✓ Learn current global best practices in channel sales for technology solutions.
- ✓ Demonstrate channel business credentials to current and future employers.
- ✓ Help your channel team “raise their game” with channel partners.
- ✓ Position yourself, your team and your channel partners to sell more in both the short and long term.

# HOW DO I GET THE CERTIFICATE?

- Purchase at: <https://www.channelinstitute.com/courses/strategic-channel-sales>
- 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](mailto:info@channelinstitute.com)

[www.channelinstitute.com](http://www.channelinstitute.com)

