

Partnering with The Channel Institute

Value Proposition & Case Studies



Agenda

- ✓ About the Channel Institute.
- ✓ Value proposition for training partners.
- ✓ Supports.
- ✓ Case study and references.

About the Channel Institute

- ✓ The first dedicated learning body for the channel profession to offer *business training certificate* courses that have been reviewed and validated by a vendor-independent Industry Advisory Council, comprised of many of the technology industry's leading employers worldwide.

- ✓ View the Industry Advisory Council members here:
 - ✓ <https://www.channelinstitute.com/industry-advisory-council>

About the Channel Institute

- ✓ Our courses complement existing sales training courses and add value for your customers.
- ✓ Training partners use our courses to “tease” the market and learn if there is appetite for more advanced on-site channel training they can offer.
- ✓ All our courses are provided online.
 - ✓ 10 modules each course @ USD\$2,275 per course.
- ✓ We provide 20% commission to our partners.

Complementing Existing Courses



Value Proposition for Partners

- ✓ Use the Channel Institute courses and brand to:
 - ✓ Provide additional value to customers.
 - ✓ Provide a broader offering.
 - ✓ Evaluate new channel related course offerings.
 - ✓ Earn 20% commission immediately on Channel Institute courses that you sell.
- ✓ Offer your clients an additional 10% discount off our list prices for courses.
- ✓ Align your organization with the “de facto” leader in certification for channel business training.

Use Case Examples

New Customers

- Perfect solution for training new CAMs.
- Often used as part of incentives package.
- Graduates progress to your advanced sales training.

Cross Selling

- Brief your previous clients and graduates.
- Search your database for channel-specific clients.

Supports

- ✓ Listing on our training partners page:
 - ✓ <https://www.channelinstitute.com/further-education>
- ✓ Approved use of partner logo.
- ✓ Joint sales calls with your B2B clients.



Case Study – Portavoz Consulting

- ✓ Based in Colombia.
 - ✓ <http://www.portavozconsultoria.com/>
- ✓ Provides high quality management consulting and training services, with emphasis on channel management.
- ✓ Uses certificate courses from the Channel Institute to “open doors” into new accounts in Latin America.
- ✓ Then “upsells” their own training for more advanced requirements.

References

Our partnership with the Channel Institute has been enormously beneficial to our business throughout Latin America. The Channel Institute brand has allowed us to break into new accounts and develop new conversations with existing clients to progress our business. The team at the Channel Institute have also been very flexible and supportive, creating a win-win relationship for both parties.

Carlos Villa, Director.
Portavoz Consulting s.a.s

It has been a real pleasure to partner with the Channel Institute. The support has been great and what the Institute is doing for the channel profession globally is vitally important. I look forward to a long and productive relationship with the team there.

Ian Moyes
Director, Natterbox

Media Coverage: <https://www.channelinstitute.com/news>

Student Feedback (Google Reviews)



Jo-Anne Bourne

2 reviews



★★★★★ 3 weeks ago

Really enjoyed the course! The Channel Institute truly gets what its like in the market place and offers practical guidelines to address the challenges of Channel Sales and Marketing. Highly recommended!

 Like  Share



David Jackson

1 review



★★★★★ 2 months ago

I've worked as a Channel Partner Manager in a Tech industry for the past five years and like many others I had to find my own way and devise processes and procedures some which worked well and others not so much. So when the Channel ... [More](#)

 1  Share



Maggie Thornton

Local Guide · 115 reviews · 3 photos



★★★★★ 3 weeks ago

Whether you are new to CHANNEL MANAGEMENT or not, this course provides a good outline of best practices for structuring your programs. The modules within the program cover topics such as partner recruitment, managing channel conflict, ...

[More](#)

 2  Share



Alejandro Fernandez

1 review



★★★★★ a month ago

I am pleased with the quality of the material, specially enjoyed the Market positioning and Relationship Management modules. Wish I could have this sort of material when I started my partner management career back in the 2000!!

 Like  Share

Google Reviews: <https://bit.ly/2NJFrZs>

Suggested Next Steps

- ✓ Review internally for strategic fit.
- ✓ Consider options for an initial engagement e.g.:
 - ✓ Blog post.
 - ✓ Email / newsletter announcement.
 - ✓ Review with strategic client.
- ✓ If you decide to proceed with an initial engagement, Channel Institute will provide partner / discount code.

THANK YOU

We look forward to working with you!



Contact:

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