

CHANNEL DEVELOPMENT & TRAINING PROGRAMS

Channel Sales Lead Engagement

Forum Description

This forum will help everyone who is charged with partner sales & marketing to convert leads into real revenue results. Learn to avoid the common mistakes that almost every channel sales organization make when calling on partners. We will provide solid action plans for partner lead engagement at every level of the sales process. Both Channel Sales & Marketing will gain insights and strategy to engage partner leads and follow up for optimal results. Forum includes 2-60 min sessions.

Who Should Attend

Channel Account Managers, Channel Marketing, Channel Sales

Virtual Course Cost

\$5,000 UNLIMITED ACCESS/1 YEAR

Customized Courses

We can customize this course specific to your company, product and channel initiatives – delivered in a ½ day F2F classroom for all your channel sales & marketing teams.

Custom Course Cost

\$25,000

Why Attend

The fundamentals and best practices of finding, nurturing and closing a partner deal.

Learn when and how to engage with all the influencers and decision makers in a partner business for best results.

Do's and don'ts of partner engagement – common mistakes most channel sales organization make and how to avoid them.