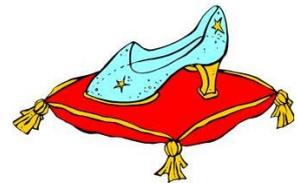


Pedagogia Programme Specification

How to Manage and Grow Successful Channels

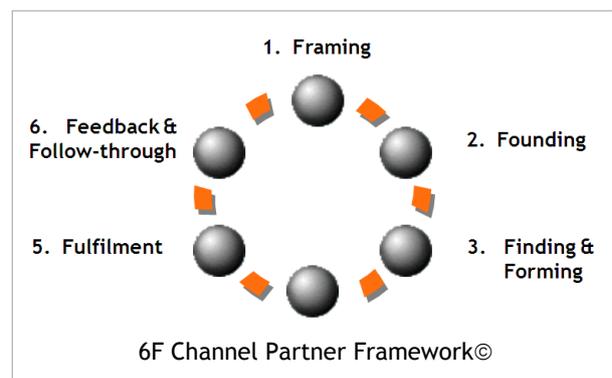
The Problem:

'Channels' are in many businesses can be considered as the Cinderella of the company! Misunderstood, shunted off to a corner, and ignored! But in fact Channels is one of the few major ways that a business today can really grow. Particularly in technology business there is often a huge emphasis on R&D or 'product', and much less effort, investment or knowledge on how to get the product or service to market. And yet channel management is a key part of the Go-to-Market strategy, and effective channel management can transform a business, helping it to expand and grow into new segments, new applications and new geographical territories.



The Solution:

'How to Manage and Grow Successful Channels' is typically a 3 day workshop, enabling participants to immerse themselves in the world of channels, and get a comprehensive understanding of 'everything channel'. The session uses the 6F Channel Partner Framework to provide a comprehensive framework and number of discrete steps which, if followed, ensure success for channel managers. The 6F Channel Partner Framework was developed after extensive work and research with world-class technology vendors seeking to improve their existing channel management processes and exploits all the best practice developed by leading channel management practice.



The session is delivered in workshop format, enabling participants to bring their actual channel issues to the session and to work on those issues and get solutions during the session. The session is supplemented by additional articles, learning supports, examples of best practice from other companies, and a complete Channel Marketing Plan template, provided in hard and soft (ppt) versions .

Benefits:

The programme delivers clear **benefits to the participants** because it helps them understand how channels work, and how to manage them successfully. As a result of previous sessions, participants have reported significant increases in their sales to channels, as well as more motivated channel partners and more profitable channel revenue. The programme has several **benefits for the company / employer**, because it ensures that all those involved in channel management acquire and share the same language and understanding; that they work in a coordinated and planned way to develop and grow the channel, and that they achieve more profitable and successful channel revenue.

Typical learning outcomes:

- Develop a common and shared understanding and knowledge of channel marketing, the issues and language
- Understand what the different channels are and how they work
- Understand the different models; advantages and disadvantages of each
- Learn how channels contribute to the customer experience and which is the most appropriate channel for different situations and needs (i.e., how they fit into the 'Go-to-Market' strategy)
- How do other companies do it? Learn from examples and best practice
- How to select, recruit and motivate the channel
- How to build the Channel Ecosystem
- How to manage and measure channels. Motivating and maintaining momentum
- How to build a Channel Management Business Plan which will drive channel growth and success

Day 1
<p>Introduction All about channels</p>
<p>Getting a Framework for Building and Managing the Channel</p> <p>Step 1: Framing</p> <ul style="list-style-type: none"> • Review goals and objectives, including which customers we want to serve, and how • Research customer needs & how they want to be served. Create channel strategy and design • Secure strategic intent and commitment of organisation
Day 2
<p>Step 2: Founding</p> <ul style="list-style-type: none"> • Create and resource the Channel Team, organisation and infrastructure • Define desired partner profile and portfolio, responsibilities and benefits of partners • Build the value proposition to attract channel partners <p>Step 3: Finding & Forming</p> <ul style="list-style-type: none"> • How to research market and locate potential partners • How qualify and select potential partners • Recruit and get relationship going
<p>Step 4: Fixing</p> <ul style="list-style-type: none"> • How to build the joint value proposition • Agreeing split of responsibilities, commitments, investments and rewards, targets. Contract • Write joint business plan, roadmaps and action plans <p>Step 5: Fulfilment</p> <ul style="list-style-type: none"> • Implement the plan • How to motivate and incentivise, develop and grow the channel • Manage channel and channel conflict
Day 3
<p>Step 6: Feedback & Fulfilment</p> <ul style="list-style-type: none"> • Measure (metrics) performance, monitor, and adjust • Build Service & Support of both parties • Continuously revisit and adjust strategy <p>Group work and Presentation</p> <ul style="list-style-type: none"> • Strategic Alliance partnering, Building the Ecosystem • Web centric channels • Channel Innovation Workshop • Close and Personal Action Plans

Target audience:

- Anyone in Channel Marketing function.

Some comments from recent participants:

- *Very valuable - now I have all the elements need to manage my channel*
- *As a result of this programme I am going to completely re-think the way we manage channel*
- *The templates and tools were excellent*
- *There were many things we were not doing right but I didn't know what or why - now I can reshape our channel function and way of working with distributors*

For more information about how we can help your engineers and technical community become more commercially minded: contact ianthomas@pedagogia.co.uk or call +44 78 79 89 83 28

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