

Partner Programme – Selling through resellers

Selling 'through' is different from selling 'to'. A different set of skills and habits come to the fore in building an effective Partner network or Alliance. This course provides a bridge between traditional, end user sales capability and the special demands of selling through Partners.

Partnerships between businesses are much more dependent on measurable results. Partner loyalty is very hard to win, and even harder to maintain. In this course you will learn how to develop lasting and profitable Partner relationships by adding more personal value. The course provides hundreds of ideas, tips, and procedures for helping Partnerships succeed. You will be able to put some of what you learn to good use immediately. The exercises are designed to help you test the principles and work on developing skills that will serve you in the field. This programme will assist you to upgrade Partnership effectiveness and increase sales.

Benefits:

Contrast the differences between selling through Partners, and selling to end users.

Provide a quantitative method for identifying Partners with the most potential.

Develop coaching, mentoring, and group communication skills.

Provide tools and methods that increase Partner success.

Who should attend?

Managers and sales staff responsible for the maintenance of the relationships between the company and their resellers and distributors who want to be able to deliver a much higher level of service and commitment

Partner Programming – Selling through resellers

Selling through Resellers provides challenges and issues that are not normally faced by salespeople in traditional sales role. Resellers deal with sales people every day. They are very familiar with sales techniques. Everything they do must generate business so they are much more focussed on sales results than most end users customers. Loyalty is very hard to win, and even harder to maintain. Learning how to develop lasting and profitable reseller relationships by adding more personal value is crucial if you are to be at the forefront of the resellers mind.

When faced with an enquiry the reseller has a number of different solutions in their portfolio. These solutions will come from a number of suppliers and potentially will fit the needs of the enquiry closer than the solution you can offer. How do we therefore motivate the reseller to guide their client towards our solution?

These and a number of other crucial scenarios are dealt with in this programme.

Case Study – Zen Internet

There was a plethora of training available which seemed to focus more on the direct sales channel and whilst this information was relevant I felt that my team was missing out on some hints, tips and techniques that will help them to succeed in the indirect environment of the Partner channel. It was important that the course was written with these challenges in mind rather than rebadging a direct sales course which seemed to be what many other training companies were offering and Train 2 provided that level of bespoke support.

Having the training delivered by a successful and experienced salesperson was a huge asset. Steve was able to bring his own experienced to the training to reinforce the points he was making as well as being able to answer the more specific sales queries the training raised. Steve also ensured that the training was both informative and enjoyable helping us to get the most out of the time and course.

The post course comments have been very encouraging with all team members having commented that they will take something from the

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training to improve their results and performance. I am now looking forward to building upon the foundations that Steve has laid with the ongoing development of the team.

Stephen Dykes..... Partner Programme Manager

Course Objectives

By the end of the programme each participant will have been introduced to the skills to enable them to:

- Explore the difference between selling to end users and selling through Partners.
- Learn the critical qualification questions that will uncover a prospective Partner's real potential.
- Experience managing a Partner through case studies and learn the pressures and challenges they face.
- Practise new ways to increase Partner product understanding.
- Discover how you can increase Partner sales by developing sales skills.
- Discover how to get things done without monetary incentives.
- Learn five ways to increase your share of a Partner's attention.
- Learn to motivate and lead Partner sales people.
- Study how to make yourself an indispensable part of a Partner's business.
- Discover new ways to help your Partners increase their sales success.
- Learn key questions that reveal the depth and realism in Partner projections.
- Teach your Partners how to use the planning tools provided on this course.

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Training and Methodology

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

Materials

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

Duration

Normally two days. Other timing designs can be tailored to suit individual client requirement.

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