

# CHAMP Joint Planning

Version 7.0

## Business Issue

In today's economy, companies must employ a multichannel "push-pull" distribution strategy. This strategy is necessary to combat the cost of direct sales and the fierce competition in the marketplace, as well as meet customers' expectation of complete solutions.

Given this market need, partner performance is critical. A company must facilitate partner performance to generate maximum revenue from their network of partners. Their ability to do this depends on the creation of bias or preference for their company over its competitors. It also requires the proper use of resources to drive demand in the market.

## What is the CHAMP Joint Planning Program?

CHAMP Joint Planning is an intensive two-day event during which participants review the planning methodology and CHAMP plan introduced in the CHAMP Partner Planning program. Participants then review the CHAMP plan with their partner to gain the partner's approval and support.

After completing the program, participants will have:

- Gained incremental insight into their chosen partner through joint planning with the partner
- Confirmed market segments in which incremental revenues can be achieved
- Revised the Partner Value Chain and value propositions for both the partner and the partnership based on input from the partner

- Presented the draft plan to the partner and jointly determined how to effectively "go-to-market" with the partner
- Created joint objectives, strategies, activities, and identified necessary resources

## Who Should Attend?

The CHAMP Joint Planning program, dedicated to one partner, is designed for cross-functional teams, including partner account managers and their virtual team, as well as team members from the partner organization. The program can accommodate a maximum of 20 participants.

## What Are the Benefits?

- Increased partner commitment in joint selling activities based on validation of the CHAMP Plan
- Greater synergy with the partner to drive incremental revenue and strengthen partner relationships
- Better allocation and use of company and partner resources
- Improved execution of the "go-to-market" strategy

## What Does CHAMP Joint Planning Consist of?

**Length:** Two days

**Format:** We tailor the program to each client's specific industry and corporate culture. The programs are held at the client's site and led by a certified instructor. All program activities concentrate on actual partnerships.

**Pre-Program Preparation:** Prior to the program, participants will have attended a CHAMP Partner Planning program and completed a draft CHAMP Partner Plan. Partner managers from both organizations will also complete a Partner Overview presentation, using a template provided. Each team delivers their Partner Overview presentation during the program to provide their partner with insights into their growth strategy.

**Agenda:** During the program, participants:

- Deliver the Partner Overview presentations
- Review the CHAMP Partner Planning process and the plan with the partner
- Gain insight into the value of the virtual team concept
- Outline the current relationship between the brand owner and the partner
- Discuss and review available markets and opportunities for jointly growing revenue
- Discuss and review how to develop strong working relationships
- Review critical success factors and mutual value propositions

### **CHAMP Implementation**

The CHAMP Joint Planning program is a component of a rigorous implementation process that ensures the partnering process is fully integrated and coordinated with existing technology, existing processes, other functional areas, as well as other channels. Elements of the implementation process are:

**Executive Alignment Workshop:** a one-day workshop to prepare senior management to lead the partner management change initiative.

**Management Alignment Workshop:** a one-day workshop to secure commitment from all levels of field line managers to their roles and responsibilities in communicating, supporting and reinforcing the CHAMP implementation in their teams.

**CHAMP Partner Planning:** a two-day workshop designed to provide channel or alliance managers with the methods and tools for building and implementing the plans needed for effectively going to market through partners.

**Managing CHAMP:** a workshop to assist the first line managers in implementing and coaching the CHAMP process in their teams.



[www.ontarget-selling.com](http://www.ontarget-selling.com)

**OnTarget  
Atlanta**

One Glenlake Parkway  
Atlanta, GA 30328  
United States  
Tel: 770-829-4500  
Fax: 770-829-4511