

CHAMP Partner 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 CHAMP Partner Planning?

CHAMP Partner Planning provides the method and tools for building and implementing the insightful plans needed for effectively going to market with and through partners.

After completing this program, participants will have:

- Clearly defined their reasons for partnering, their success indicators, and their expectations of their partner
- Gained insight into their partner's business by analyzing its growth strategy, capabilities and sales model
- Determined the joint initiatives and associated revenue streams

- Formulated value propositions for their partners and for the partnership
- Evaluated the partner relationship
- Learned a standardized partner planning method
- Established a goal and set revenue objectives
- Established non-revenue objectives for the relationship
- Learned how to implement the partner plan

Who Should Attend?

The program is designed for cross-functional teams, including partner account managers, account teams, marketing support, and sales managers. The program can accommodate a maximum of six partner account teams or twenty-four participants.

What Are the Benefits?

- Clear plans for how to drive incremental revenue and strengthen partner relationships
- A company standard for partner planning and development
- Better allocation and use of company and partner resources
- Improved execution of the "go-to-market" strategy

What Does CHAMP Partner Planning Consist of?

Length: Two days

Format: We tailor each CHAMP Partner Planning 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 complete a Partner Profile. This information is utilized in analyzing the partner and drafting the initial partner plan in the program.

Agenda: During the program, participants:

- Develop a clear understanding of the roles and responsibilities of a partner manager
- Gain insight into partner capabilities, market segments, value chains, and competition
- Formulate value propositions for the partner and for the partnership
- Evaluate the partner relationship
- Learn a standardized partner planning method
- Establish a goal and set revenue objectives
- Establish non-revenue objectives for the relationship
- Learn how to implement the partner plan

CHAMP Implementation

The CHAMP Partner 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 one-day workshop to assist the first line managers in coaching and implementing the CHAMP process in their teams.



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