



## Channel Account Management 201

### **Module 1: Strategic Partner Planning, QBRs and Partner Assessments**

- Identify best practices for strategic planning with partners
- Recognize how to effectively assess partner performance for the greatest returns with greater effective use of the QBR/EBR.

### **Module 2: Building your Business Proposition**

- Develop and position the value solutions provide to your partners and to your partners' customers.
- Evaluate value prop statements and their impact on channel partner recruitment

### **Module 3: The Business of the Partner Business**

- Gain a deep understanding on how the back office supports your channel business success.
- Understand how the financial, operational, services, product and marketing systems impact your success

### **Module 4: Enabling Recurring Revenue Strategies**

- Develop best practices to support recurring revenue models
- Review the critical elements partners need from their vendors to ensure a stable recurring revenue model succeeds long-term.

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