

SELLING WITH PARTNERS

Create and organize your business network

Objectives

Setting up and organize a network of sales partners.

Concerned people

Channels managers, sales people, Business Unit Executive, or company creators, in charge of a network of agents, distributors or partners for projects.

Knowledge required

Sales and people management abilities.

Duration

2 days

Pedagogy

- Lecture
- Experience shared with the participants.
- Practice : Business cases (from trainees real situations or proposed).
- Practical tools creation
- Self-evaluation form

Know-How acquired

Approach preparation: Importance of the Business plan

Which parts of your offerings should you sell?

Which business model and at which profit level should you sell?

With which types of partners should you sell?

Should you contract the partner agreement?

If a contract is signed: the contract fundamental points

Should you adapt the company's organization?

Communication plans: Your company to partner – Your partners to end users

Balance sheets forecasts:

-Your operating account with your partner

- The Partner-Final Customers' operating account

Why using those two accounts? Contents and tools to help you to carry them out

Building specific argument tables for partners

To differ from your competitors

Build a presentation to convince your partners: Presentation plan

A proven argument table technique: the EBCD method

Implementation: Partners' approach

Develop your partner action plan

Approach tools use

Starting the network

Trainings

Sales tools for your partners

Tips to make your partners' first meetings with their potential customers easier.

Long-term development: Organizing your network

Organizing your network

Controlling your action

Personal action plan development

Self-analysis and participants' audit: strong/perfectible points

Improvement objectives