



CPM_{SM} Channel Partner Management_{SM}

The Business Issue

- A multi-channel “push-pull” sales strategy is increasingly necessary due to heightened competition, cost of sales and need for maximum market penetration and customer satisfaction.
- To date, most companies have practiced channel management by “buying mind-share”.
 - “Schmooze & Pray”, “Howdy-Doody Calls”, “Trash & Trinkets”.
- Results have been only as good as the last meal bought!
- The challenge is to move beyond “Relationship” to “Partnership”.

How Does Channel Partner Management_{SM} Address the Issue?

CPM_{SM} is for companies that are dedicated to a significant channel component of their overall sales strategy, who are looking to better manage the efficiency and effectiveness of their channel in order to rapidly and significantly increase revenue, profitability and overall customer satisfaction. Miller Heiman’s **Channel Partner Management_{SM}** program is a process that enables the management of optimum partner relationships and performance based on mutual profitability.

Unlike the traditional “buying mind-share” approaches and relationship-based channel sales programs currently available, Miller Heiman’s **Channel Partner Management_{SM}** program provides a specific methodology and supporting tool set which allows participants to implement a viable action plan to better manage their channel within days of course completion.

Key Benefits

- Increase Channel Revenue
- Increase “Mind-Share” and Partner loyalty
- Properly align areas of Channel Focus between You and Your Partner
- Minimize vulnerability to competition
- Manage Channel Partners through all facets of the Sales Process
- Prospect, Qualify, Cover the Bases, Close
- Develop a Common Language and Process that integrates with and complements the Direct Sales Process

Who Should Attend?

- Vice Presidents of Sales
- Vice Presidents of Business Development
- Vice Presidents of Distribution Sales
- Channel Sales Managers
- Channel Sales Representatives
- Team Members Involved in Support of Strategic Channel Partner Accounts