

CHAPS™ Channel Account Planning System

A Methodology for Channel Partner Development



CHAPS™ Channel Account Planning System is an account planning methodology designed for companies selling products and services through a network of distribution and reseller partners. It is aimed at sales people and account managers who wish to develop structured business development plans with existing channel partners.



The Redline Channel Account Planning System (CHAPS™) comprises a practical and common sense approach to building a partner-specific sales strategy, and then executing against the resulting action plan. The methodology is based on real world experience, and supports the evolution over time of account knowledge and account circumstances.

The Channel Account Planning System incorporates a range of account planning and development tools, such as Account Maps, Value Proposition Development Maps, Stakeholder Profiling tools and Sales Action Plans. These are designed both to organise account knowledge into a formal structure and to reveal new selling and relationship development opportunities.

Accelerate your growth

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The workshop includes:

- Setting account objectives
- Developing a partner sales strategy
- Using the CHAPS™ Account Plan Template
- Developing Account Map analysis tools
- Understanding business drivers & creating mind-share
- Profiling Stakeholders and Decision Makers
- Developing a Co-Selling Plan
- Value Proposition development
- Incentive and Penalty management
- Enablement and People Training Plans
- Performance Management Planning
- Joint Marketing Planning
- Sharing and reviewing the Account Plan

The CHAPS™ workshop establishes a structured process for the whole sales team to create account development strategies and to share a common language during team planning and progress review.

During the CHAPS™ 2 day workshop, each delegate will use one of their active target accounts as a study example, thereby providing an immediate return on investment. The methodology delivers outputs in the form of sales actions aligned to strategic account objectives, which means that sales people achieve the impetus to put the account plan into practice straight away and are able to gain sales momentum quickly.

Using the CHAPS™ Major Account Planning methodology, account executives will be able to:

- Analyse their current orientation within an account
- Understand more fully the total account revenue potential
- Prioritise where to invest sales time to maximise opportunities
- Better qualify the importance of key individuals
- Assess the decision criteria in play
- Quantify their progress against a standard format

CHAPS™ is a 2 day course

All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

Call us on **01428 641001** or find out more at www.redlineassociates.co.uk

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