

Channel Sales Skills

Selling through and to business partners



Channel Sales Skills is designed for sales people and account managers who are tasked with developing new and existing reseller partnerships through a combination of relationship management, business planning and behavioural selling skills. The course teaches proven partner development techniques and behavioural skills for creating a win-win channel strategy based on value, not price. The core skills taught will arm your sales people with the ability to build a 'shared vision of value' with your partners, which will differentiate your company and help secure long-term strategic relationships.



This course is based on years of practical experience in the field, and the application of our CHAPS™ Channel Account Planning System. Our selling methodologies are a combination of proven selling techniques, real-world common sense, and the latest industry skills research.

Accelerate your growth

Channel Sales Skills

Selling through and to business partners



The workshop includes:

- How to find and establish successful channel partnerships
- How to manage and develop channel relationships effectively
- Enabling channel partners to sell your products and services
- Building a structured CHAPS partner account plan
- Discovering and building strategic value business cases
- Building sell-through plans with business partners
- Creating & maintaining competitive mind-share
- Managing channel partner contracts
- Negotiating with business partners
- Managing incentive and promotional schemes

Redline courses are delivered by highly experienced ex-Sales and Consulting Directors, who combine a wealth of real-world knowledge with practical techniques and methodologies.

Our workshops comprise a balanced mix of:

- Video demonstrations using professional actors
- Trainer-led teaching
- Group and individual exercises
- Group discussions
- Fun activities
- Role-plays
- Analysis & planning tools
- Course workbooks and slide sets

Call us on **01428 641001**

or find out more at

www.redlineassociates.co.uk

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Accelerate your growth

Channel Sales Skills is a 2 day course

The workshop is highly interactive and encourages delegates to discuss specific commercial issues they are experiencing. All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

A magnifying glass with a red border is positioned over a dictionary page. The text visible through the lens includes the definition of "part-ner-ship" and "2 the relationship".

...the debts
dancing together
playing or comp
[usually pl.] Naut.
capstan, etc. whe
(others) together a
part-ner-ship (-ship
2 the relationship
association of two
contract by which
associated
of speech a