Optimizing Channel Sales and Strategic Partner Growth Training Course



21 - 25 Dec 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course is designed to transform your approach to indirect sales by mastering the art and science of strategic channel management and partner growth. In today's interconnected business landscape, success is no longer solely dependent on direct sales forces but on building and nurturing a robust partner ecosystem. This program moves beyond traditional reseller management, delving into the sophisticated strategies required to develop, enable, and scale a high-performing network of diverse partners. Participants will explore the entire partner lifecycle, from recruitment and onboarding to co-selling and performance optimization. Drawing on principles from leading academics like Robert Spekman, whose work in "Alliance Competence" highlights the critical value of well-managed partnerships, this course provides a strategic framework for sustainable growth. At BIG BEN Training Center, we equip you with the tools to build a powerful go-to-market strategy, ensuring your channel partners are not just a sales outlet, but true extensions of your brand and key drivers of revenue.

Target Audience / This training course is suitable for:

- Channel Sales Managers.
- Partner Account Managers.
- Business Development Managers.
- Sales Directors and VPs of Sales.
- Marketing Managers responsible for channel marketing.
- Strategic Alliance Managers.
- Product Managers involved in go-to-market strategies.
- Entrepreneurs and business owners looking to scale through partnerships.

Target Sectors and Industries:

- Technology, including SaaS, hardware, and software development.
- Telecommunications and IT services.
- Manufacturing and industrial goods.
- Financial services and FinTech.
- Healthcare technology and medical devices.
- Professional services and consulting firms.
- Government agencies and public sector organizations.
- Retail and consumer goods.

Target Organizations Departments:

- Sales and Business Development.
- Marketing and Communications.
- Strategic Alliances and Partnerships.
- Product Management.
- Customer Success and Support.
- Executive Leadership.

Course Offerings:

- By the end of this course, the participants will have able to:
- Develop a comprehensive channel strategy aligned with corporate objectives.
- Identify, recruit, and onboard the ideal partners for your business.
- Design and implement effective partner enablement and training programs.
- Create compelling joint value propositions and go-to-market plans.
- Master the art of co-marketing and co-selling for mutual success.
- Implement key performance indicators (KPIs) to measure partner performance.
- Manage and resolve channel conflicts proactively and professionally.
- Build a scalable and profitable partner program architecture.
- Foster long-term, trust-based relationships within the partner ecosystem.
- Utilize data to optimize channel operations and drive revenue growth.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that adult learning is most effective when it is interactive, experiential, and directly relevant to the participant's professional challenges. This course utilizes a blended approach, combining expert-led instruction with collaborative learning activities. Mornings will focus on foundational concepts and strategic frameworks, while afternoons are dedicated to hands-on workshops, group discussions, and problem-solving clinics. Participants will analyze real-world case studies of successful and failed partnership strategies, allowing them to learn from tangible examples. A significant portion of the course involves team-based projects, such as designing a partner recruitment scorecard or developing a joint business plan. Role-playing scenarios will be used to practice crucial skills like partner negotiation and conflict resolution. Continuous feedback from the instructor and peers is integrated throughout the five days, ensuring a supportive and dynamic learning environment that bridges theory with real-world execution.

Course Agenda (Course Units):

Unit One: Foundations of Modern Channel Strategy

- The evolution from linear channels to dynamic partner ecosystems.
- Types of channel partners (VARs, MSPs, SIs, Agents, Affiliates).
- Aligning channel strategy with overall business goals and objectives.
- Conducting a market analysis to identify partnership opportunities.
- Defining the ideal partner profile (IPP) for your organization.
- The economics of channel sales and partner profitability models.
- Core principles of a successful go-to-market (GTM) strategy through partners.

Unit Two: Architecting a World-Class Partner Program

- Designing a compelling partner value proposition.
- Structuring partner tiers, benefits, and requirements.
- Developing a comprehensive partner recruitment and selection process.
- Essential elements of a partner agreement and legal considerations.
- Creating a structured and effective partner onboarding program.
- The role of technology and Partner Relationship Management (PRM) systems.
- Setting clear rules of engagement to prevent channel conflict.

Unit Three: Driving Partner Enablement and Joint Marketing

- Developing a robust sales and technical enablement curriculum.
- Creating a library of co-brandable marketing and sales assets.
- Strategies for effective lead sharing and management.
- Planning and executing joint marketing campaigns and events.
- Leveraging Market Development Funds (MDF) for maximum impact.
- Building a partner portal as a central hub for resources and communication.
- Fostering a community and continuous engagement with partners.

Unit Four: Managing Performance and Scaling for Growth

- Establishing key performance indicators (KPIs) for channel success.
- Conducting effective joint business planning sessions.
- The framework for productive Quarterly Business Reviews (QBRs) with partners.
- Implementing partner scorecards for objective performance evaluation.
- Advanced strategies for managing and resolving channel conflict.
- Designing effective partner incentive, rebate, and loyalty programs.
- Forecasting indirect revenue and managing the channel pipeline.

Unit Five: Advanced Strategies and the Future of Partnering

- Transitioning from a channel program to a true business ecosystem.
- Managing strategic alliances and technology partnerships.
- Navigating the complexities of global and multi-regional channel management.
- Utilizing data analytics and AI to predict partner success and market trends.
- The impact of digital transformation on channel strategies.
- Building a culture of trust and transparency in your partner network.
- Developing a long-term vision for your partner ecosystem.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As partner ecosystems become more complex and interwoven, how can organizations maintain a clear brand identity and consistent customer experience across dozens or even hundreds of independent partners?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the traditional, linear view of channel management to embrace the modern reality of complex partner ecosystems. While other programs may focus narrowly on reseller management, this training provides a holistic framework for building, managing, and scaling diverse partnerships, including strategic alliances, technology partners, and influencers. Its core strength lies in its emphasis on strategic alignment, ensuring that every aspect of the partner program, from recruitment to enablement, directly supports overarching corporate objectives. The curriculum is deeply practical, prioritizing interactive workshops and case study analysis over passive lectures. Participants will not just learn the theory but will actively design components of a partner program, practice negotiation skills, and strategize conflict resolution. Drawing from contemporary business thought, such as the principles of alliance competence advocated by academics like Robert Spekman, the course equips leaders with the sophisticated mindset required to build partnerships based on mutual value and long-term trust, rather than purely transactional relationships, making it an essential investment for driving sustainable, scalable growth.