

EXECUTIVE-LED CURRICULUM

Executive Focused Selling For Channel Performance

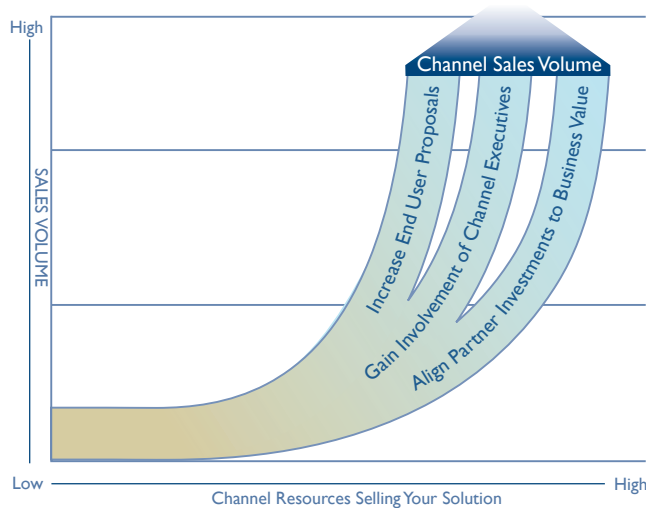


GROW CHANNEL SALES VOLUME

The match game: Your team will gain business acumen to optimize the volume of channel partner resources dedicated to selling your solutions. Advance your ability to demonstrate to partner executives how they can improve their business performance through an increased commitment to you.

CHANNEL RESOURCE ALLOCATION

Optimizing the level of channel resources dedicated to selling your solutions drives revenue growth.



WHO SHOULD ATTEND

- Sales Management
- Channel Managers
- Field Sales Personnel
- Sales Engineers
- Marketing Teams
- Business Development Managers
- Inside Sales Personnel
- Solution Specialists

RESULTS YOU CAN SEE

Our Eye for Impact report quantifies your ROI from executive selling initiatives. And our Fluency Assessment delivers pre- and post-learning profiles to track the growth of your team's skills. Our Executive-Led Curriculum delivers substantial, measurable results.

AVAILABLE BLENDED LEARNING ENHANCEMENTS

EFS Direct workshops are part of a broader, extended learning framework to optimize and sustain the impact of our executive-led curriculum. EFS Direct is designed to integrate with:



- ▶ eLearning preparatory courseware
- ▶ Performance simulations
- ▶ eLearning reinforcement courseware
- ▶ Mobile learning DecisionCasts
- ▶ EFS Manager Coach workshops
- ▶ Manager coaching kits

Securing Commitment of Channel Resources

EFS Channel puts your team on the path to success in obtaining greater resources from partners to build channel sales volume and your revenues.

- ▶ Optimize channel partner personnel, marketing budget and planning time dedicated to selling your solutions.
- ▶ Understand what matters most to your channel partner's executives to align your initiatives to their performance objectives.
- ▶ Prioritize investment of your resources to higher return activities.
- ▶ Credibly and confidently propose revenue accelerating initiatives to channel partner executives.

Creating Action Plans For Actual Accounts

Your sales professionals will identify one of their actual channel accounts to work on and bring financial data and background information pertaining to account with them. The Executive Instructor — an experienced and proven business leader who has been a decision-maker on the buyer's side — will work closely with your team to develop an action plan and proposal to present to the channel partner executive they've identified. Your sales professionals will engage in role-playing activities and practice effective ways to deliver a major proposal to their channel partner executive.

RIGHT CONVERSATION, RIGHT PERSON

To successfully engage at executive levels, sales professionals must credibly align solutions with customer business value.

EXECUTIVE
LEVEL

STAFF
LEVEL

<p>Wrong Conversation/Right Person <i>missing skills</i></p> <ul style="list-style-type: none"> ▶ Aligning Solutions to Business Value ▶ Understanding customer business objectives 	<p>EXECUTIVE FOCUSED SELLING FLUENCY</p>
<p>Wrong Conversation/Wrong Person <i>missing skills</i></p> <ul style="list-style-type: none"> ▶ Engaging higher in the organization ▶ Focus on customer business performance 	
<p>Product Centric, Transactional Approach</p>	<p>Business Value, Strategic Approach</p>

Thinking Strategically In Channel Proposals

Proposals presented to channel partner executives must make business sense. EFS For Channel Performance compels your sales team to elevate their effectiveness by systematically wrapping a business strategy around channel development proposals.

- ▶ Think beyond the basics of co-op programs, partner certification and MDF programs.
- ▶ Shift orientation to an approach that is more strategic and a focus that takes in the big picture.
- ▶ Learn to recognize advantageous partner specialization options and prioritize resource allocation.
- ▶ Persuade channel executives to devote resources — personnel, marketing budget and planning time — toward selling your solution.