



Value Creation for Partners & Alliances



The main challenge for Partner & Alliance Managers in the current market is to engage with Partners productively where those Partners expect us to go beyond value adding and *create* value for them.

The catalyst of a Value Created relationship is when you, the seller, allow the Partner access to your knowledge, insight and understanding as it applies to their business. The focus then moves from your product knowledge, to their business direction and needs. To achieve this you need to clearly identify and articulate what and where your value is to them and do this on a continual basis. To achieve this the Partner & Alliance Manager will need to develop the attitude of a non-executive director to the Partner. The workshop is for the virtual sales team: channel sales people, pre-sales, inside sales and Marketing.

Value Creation for Partners & Alliances workshop

Value Creation for Partners & Alliances is a two day workshop which enables Partner & Alliance Managers to identify the potential to create value for the Partner's Customers and how to drive the relationship on that value created. The workshop is designed to produce a measured output in live new revenue streams and facilitate the repeatable process.

It includes:

- Map our strategy onto the Partner to identify areas of strength.
- Analyse the dynamics of the Partner relationship.
- Identify areas to create value with the Partner.
- Value Identification and Value Strategy.
- Measure the value of the Partner to us.
- Structure and maintain our political relationships with the Partner.
- Balance Partner investment to their potential return.
- Set a rolling timeline on the Partner plan

It answers the following questions:

- Should we create value for all our Partners?
- Where can we leverage the strength in our relationship?
- How can we link trends to solutions to produce revenue with the Partner?
- Where should we invest in the relationship?
- Who makes the business decisions?
- How do we manage politics within the Partner?
- What are the new revenue streams for us?