

## CHANNEL DEVELOPMENT &amp; TRAINING PROGRAMS

# CAM Training

**Forum Description**

This set of CAM Tracks is the industry standard for effective channel management skills – going beyond the idea of simply “selling through partners” to a new level of professionalism. Curriculum includes 3 separate tracks for increacredibility; establishing a culture of accountability; generating a plan for partner investments; prioritizing partner resourcessing levels of skill development. Key topics in these tracks include building executive; recruiting new partners; and more.

**Track 1:** Driving Channel Sales Productivity as a Virtual Sales Manager

**Track 2:** Maximizing the Value of Your Channel Partner Portfolio

**Track 3:** Becoming a Business Advisor to Earn Partner Business Investments

**Who Should Attend**

Channel Sales, Channel Exec Management, Channel Mkt, Channel Program Mgr.

**Virtual Course Cost**

- \$499 PER SEAT, PER TRACK
- \$1,500 ALL 3 TRACKS
- \$15,000 UNLIMITED ACCESS, ALL TRACKS

**Customized Courses**

We can customize this course specific to your company and channel initiatives - delivered in a ½ day F2F classroom for all your channel sales, management & marketing teams.

**Custom Course Cost:** \$25,000

**Why Attend**

Create a powerful channel sales strategy that yields revenue, growth and predictability

Drive more sales productivity from your current partners and identify which partners you should be investing in

Break out of the reactive mode of channel sales fulfillment and build a community of partners who invest in growing your business