

## CHANNEL DEVELOPMENT &amp; TRAINING PROGRAMS

# Executive Product Management

**Forum Description**

This virtual forum is about increasing product awareness and partnership within the channel community. We will demonstrate the important role the product community plays; and assist the product and channel groups with providing on-target, channel ready products, services, and initiatives by helping them communicate the worldwide channel considerations for executing successful products and launches. This 2 part series is delivered via Webcast with a live Q&A with the expert Channel Analyst.

**Who Should Attend**

Product Management | Product Marketing | R&D, Services and Channel Product and Services teams

**Virtual Course Cost**

\$599 PER SEAT

\$8,000 UNLIMITED ACCESS/1 YEAR

**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 & marketing teams.

**Custom Course Cost**

\$25,000

**Why Attend**

After this session, participants will have a clear understanding of the 7 key factors that can be applied to become more channel successful

**Channel success is defined as...**

A vendor or distributor is chosen by the right partners as often as possible, to be the preferred product / vendor for their model.