

Using Partners in the Selling Process

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CEdMA Workshop - 12th June 2007



Session Outline

- **Session:**

- **“Using Partners in the Selling Process”**

- Defining a selling partner
 - Types/categories
 - How/why /who

- **Format:**

- Not a presentation
 - Facilitated discussion
 - Ask questions any time
 - Participation from all
 - Share your experiences

Defining a Sales Partner

- Typically a company who sells another company's training courses
 - Usually have a negotiated discount for doing so
 - Contract in place to define Ts and Cs
- “Reseller” of IT Training
 - Training Divisions of Hardware/software companies
 - General training suppliers
 - Services Companies who resell training to complement their portfolios
 - Distributor/resellers of product
 - Agents/Brokers who act on behalf of a specific company
 - Online Catalogue agents
 - Education Portal

What a reseller should sell

- Defining portfolio reseller can sell
 - Public courses
 - Onsites
 - Elearning
 - Exclusions? Restrictions? Make it clear
 - Discount levels
 - Performance based
 - Flat level
 - Dependent on portfolio
 - Locations available
- Helping your reseller :
 - Skills assessment
 - Customer advice
 - Technical input for complex deals
 - Booking process definition

Advantages of sales partners?

- Why have a Partner?

Build Network for Content
Control cost of sales

- Increase your revenue
- Extend your sales channels
- Expand your routes to market + expand geographic mkt
- Leverage sales abilities of reseller
- Leverage marketing abilities of reseller
- Capture customers who buy all training through one company
- Increase Market awareness of product and official training
- enter niche markets
- spread risk
- control grey mkt

Disadvantages

- lack of knowledge
- change in focus / lack of focus
- cash flow
- resource mgmt

What to look for in a Selling Partner

- Market position and profile
- Complementary portfolio /product line
- Size of sales team
- What marketing activity do they do?
- Other partnerships?
- Web site and positioning of training
- Objective – long term relationship?
- Geographic position
- Reach
- Customer base
- Reputation

Success factors

- Training for the reseller's sales people
- Marketing tools – logo/course content/course positioning
- Ongoing communication
- Nominated administration points of contact in place.
- Regular updates on course date changes/updates/new offerings
- Clear understanding of booking process
- Clear understanding of cancellation/reschedule process
- Understanding of target audience /delegate requirements
- Understanding of Pre-requisites
- Management meetings , account status updates

Q & A

- Questions?



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