

# Channel Business Manager Team-Accelerator

Aimed at: Channel (indirect) sales teams who need to improve their relevance and effectiveness

## Objective of the Session:

### To rapidly help improve team member's ability to:

- be business-savvy (understand about Profit & Loss; Cash Flow; business models and more)
- be relevant
- transition from "mailbox" to "Business Partner"
- co-write a business plan
- understand the R.A.P.P.O.R.T. sales cycle
- be more effective at supporting the sales cycle
- challenge and better manage the pipeline – improving forecasting accuracy
- run effective Quarterly Business Reviews (QBRs)

**Competencies covered:** Networking, Selling Value, Planning, Forecasting

<b>Solution structure and handouts:</b>	<ul style="list-style-type: none"> <li>• Pre-classroom App/Portal-based engagement activity</li> <li>• 3 x ½-day classroom-sessions (spread over 1-2 weeks)</li> <li>• 6 x "How-To" Yellowpapers</li> <li>• 12 months access to the Sales Gym 360 Personal Training App which is packed full of sales tips, assets, insights and refresher materials</li> <li>• 1 x full day role-play (including pre-work and on-the-day assessment) – typically takes place 2-3 following completion of the ½-day classroom-sessions</li> <li>• On-line competency assessment</li> <li>• Issuing of any earned competency badges (badges are valid for 12 months)</li> </ul>
<b>Typical elapsed duration:</b>	4-6 weeks (the longer the period, the greater the chance of meaningful behaviour change)
<b>Optional:</b>	<b>Highly recommended</b> solution-enhancer: Multi-session 1-2-1 mentoring package to help embed the learning and reduce the time-to-value period
<b>Investment:</b>	Investment per head: £800 - £1,200 +VAT (minimum investment applicable)

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