

Managing CHAMP

Version 7.0

Business Issue

In today's economy, partners are critical because they can help companies provide the level of service, coverage, and interaction expected by the customer. As such, companies must be sure that they equip partners to act as part of their extended sales force by providing them the tools and information to market, sell, and service their products. A key element to enabling partners is a business plan that provides the framework for how the organizations will go to market together.

What is the Managing CHAMP Program?

The Managing CHAMP program is one component of OnTargets' Channels and Alliances Management (CHAMP) solution.

CHAMP provides partner managers with the method and tools for building and implementing the business plans needed for effectively going to market with and through partner. OnTarget implements the methodology using a multi-stage change management approach. The approach consists of consulting services, software tools, and workshops including the Managing CHAMP program. This approach fully integrates and embeds the CHAMP process into the channels and alliances organization, ensuring the methodology delivers the maximum return on investment.

The Managing CHAMP component is a one-day program for professionals who manage those responsible for partner relationships. These professionals are critical in ensuring the process is integrated and embedded. This program provides them with the skills and tools to improve the performance of their partner managers who implement and use CHAMP.

What are the Benefits?

The Managing CHAMP program enhances the basic benefits of the CHAMP program by:

- Reinforcing CHAMP within the channel or alliance organization
- Reducing the time to implement CHAMP
- Improving partner plans which means better execution and increased revenue from partners
- Allocating resources efficiently
- Aligning partner plans with corporate strategy
- Improving management processes, such as measurement and forecasting

What Does the Managing CHAMP Program Consist Of?

Length: One day

Format: Each program is tailored for the client's specific industry and corporate culture. The programs are held at the client's site and led by a certified instructor with work experience in the client's industry. All programs use actual partner plans brought to the workshop, and incorporate the experiences of the attending managers.

Pre-Course Work: Managing CHAMP uses real-world partner plans to facilitate the implementation process. Attending managers prepare by selecting and studying one of their teams' actual CHAMP Partner Plans, which the attending manager then brings with them to the program.

Agenda: Managing CHAMP consists of five modules:

- Critical Success Factors identified in the program are the driving force behind management's priorities. By discussing the CHAMP implementation early, managers get a clear set of guidelines that help them determine where they should spend their time and energy. They see how vital their involvement is to improving performance and achieving business results.
- Analyzing the Partner shows managers how to analyze a key channel or alliance relationship to better understand the partner's business, so that they can determine where to best leverage the partner's capabilities to meet customer needs.
- Assessing the Partner Plan teaches managers a process for reviewing and improving a channel or alliance executive's plan for a specific partner. Repeatable methods and tools for measuring process allow managers

to assess the quality of content in a CHAMP Partner Plan and use the results to help the channel or alliance executive discover the strengths and vulnerabilities of their plan.

- Leveraging the CHAMP Partner Plan provides managers with techniques and tools to help the channel or alliance executive leverage the investment they've made in the CHAMP Partner Planning process.
- Implementing the Plan focuses on the manager's own practices as they lead, coach, communicate, and measure the CHAMP implementation process.

What are the Results?

- Ensure partner managers have correctly evaluated and prioritized the "right" opportunities to pursue with partners
- Lead the partner managers through the analysis that identifies their partner's critical business needs and value expectations
- Objectively assess the quality of the content in a CHAMP Partner Plan and then make solid recommendations that help teams overcome vulnerabilities in their plans
- Conduct CHAMP Partner Plan reviews that meet organizational needs and business demands
- Guide a team through internal plan reviews that identify and justify needed resources
- Track and measure partner progress and provide feedback for team improvement
- Improve their own ability to manage across multiple partner managers and partners



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