

NEW
ONE-DAY
FORMAT

HOW TO BUILD A HIGH-PERFORMANCE CHANNEL

Sydney

Wed 15th August 2007

Outsource, Level 2, 51 Pitt Street, Sydney

LEARN:

- **how** to create channel loyalty
- **which** channel programs really work and why
- **ways** to assess and recruit channel partners
- **methods** for managing channel performance
- **how** channels change over time
- **which** channel structure is best for you

If you sell IT products or services through a channel, then this course is for you.

Seats limited to 20

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CHANNEL
DYNA **ICS**
leverage through partnership™

Building a high-performance IT channel isn't easy.

It's a tough market and selling indirectly means applying skills that are often only learned on the job – usually with mixed and sometimes confusing results.

In this fast-paced, interactive one-day workshop you'll gain knowledge and learn new methods for all stages of channel management from recruitment to performance management and re-alignment.

During the workshop we'll answer questions like *"Why doesn't my channel sell more?"*, *"How do I know if I've got the best channel structure for my kind of business?"*, *"Why don't my channel incentives seem to work?"*, *"How can I get more value out of my channel partners?"*

Led by Moheb Moses and Cam Wayland, two of Australia's leading authorities on creating high performance IT channels, you'll leave this workshop with contemporary, best-practice content you can use from the minute you step back into your office.

Agenda

- The role of the channel (what makes partners tick)
- How channels change over time
- Partner economics and business drivers (gaining partner focus and loyalty)
- Managing differing partner relationship types (depth vs breadth)
- Partner acquisition strategy (defining the number and type of required partners)
- Partner profiling and selection (recruiting the right partners)
- Assessing channel/territory performance (account planning and development)
- Knowledge transfer process (accelerating partner sales readiness)
- Key elements of successful partner programs
- Partner development (creating action plans, and conducting effective reviews)



How to build a high-performance channel

Your course facilitators



Moheb Moses is regarded as one of Australia's most authoritative figures in the field of channel management.

Moheb has spent twenty years in the Information and Communication Technology (ICT) industry and has held executive management roles at WatchGuard Technologies, Citrix Systems, Logical Networks (second largest Cisco reseller), and Sourceware (value-added software/hardware distributor).

Moheb specialises in facilitating channel sales training and workshops, executive coaching, marketing program development, and helping technology vendors enter the Asia Pacific market.

Moheb holds a Masters in Business Administration (MBA) from Macquarie University, as well as a degree in Computing Science and a Certificate in Marketing Management from the University of Technology, Sydney.



Cam Wayland is a senior manager with 21 years sales channel development and management experience across both the IT and telecommunications industries.

Cam has held senior management roles with SingTel Optus, Tech Pacific (largest IT&T distributor in Australia), Sirius Technologies (SME modem and networking manufacturer), and NetComm Limited.

Cam specialises in channel strategy consulting, developing channel performance metrics, account planning, optimising channel structures, distribution logistics and operational reviews.

Cam holds a Graduate Diploma in Change Management and an Executive Management Certificate from the Australian Graduate School of Management, as well as a Certificate in Strategic Management from the Macquarie Graduate School of Management.



About Channel Dynamics

Channel Dynamics helps many IT and telecommunications companies define, refine and improve the performance of their channels.

It provides channel strategy consulting, channel sales training and market entry strategies to IT companies from every sector of the market and of all sizes.

Channel Dynamics has successfully completed projects for companies including Adobe, Citrix Systems, Cisco, Symantec, Juniper, Avocent, WatchGuard, CA, VMware.

O U T S O U R C E



About Outsource

Outsource is one of Australia's leading providers of marketing services to IT companies.

Services include channel marketing and communications, direct mail, telemarketing, data management, event production and management and design and print management.

It has completed marketing projects for companies including HP, CA, EMC, LAN Systems, Ingram Micro, F5, Avaya, Alcatel and many other leading and emerging IT companies.

How to build a high-performance channel

Booking form

COST

A\$995 (ex. GST) per delegate

VENUE

Outsource,
Level 2, 51 Pitt Street, Sydney

8.30am – 5pm
Wed 15th August

To register please
PHONE: (02) 8272 0827

Or return this form via
FAX: (02) 8272 0888

Cancellation Policy

In the event of cancellation, the following conditions will apply. To cancel, please email nataliem@outsource.com.au or call (02) 8272 0842. We are happy to accept replacement delegates at no extra charge. Below are the cancellation charges:

- Between 14 days and 7 days notice
50% of the registration cost will be charged
- Less than 7 days notice
100% of the registration cost will be charged

Privacy

In order to process your registration and payment we require contact and credit card details. The contact information will be not be disclosed to any third parties. Credit card details will only be used for the purpose of processing your payment. Credit card information will be destroyed once payment is received.

Contact Details

Delegate 1 (Mr/Mrs/Ms/Dr)
First Name Last Name
Position/Job title:

Delegate 2 (Mr/Mrs/Ms/Dr)
First Name Last Name
Position/Job title:

Delegate 3 (Mr/Mrs/Ms/Dr)
First Name Last Name
Position/Job title:

If more than 3 delegates would like to attend please contact us on (02) 8272 0842.

Company:

Address:

City: State: Pcode:

Phone: Fax:

Email: Mobile:

Payment Details

A\$1,094.50 per person (inc. GST)

Credit Card

Credit card type (please tick one): Visa MasterCard

Credit card number: / / /

Expiry date: /
Month Year

Name on card:

Card holder's signature

Direct Deposit
Bank account details will be available on your tax invoice.

Cheque
Details will be available on your tax invoice.

**Please note:
payment must be
received prior to
attendance.**

