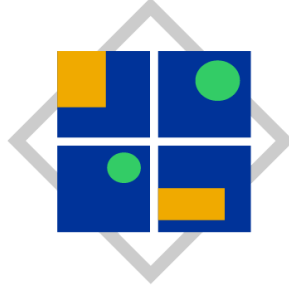


the messaging



workshop LIVE

MESSAGING

FOR YOUR

CHANNEL PARTNERS

GETTING THEM TO TALK YOUR TALK

One + One = Three

- Understand the partner strategy
- Determine how you "fit" together
- Assist the Partner Sales Team

Channel Message Focus

- Reusing your company messages may not be enough
- Focus on the "whys" of the offering for partners

Define a Partner Messaging Process

- Define joint ideal customer
- Select sales GTM motion
- Define industry, new/existing targets, ownership of target

Understand Partner Sellers

- Consider a "Day in the Life" of a partner seller
- Clearly define what's in it for them AND the prospect

Launching Partner Messaging

- Get buy-in on both sides
- Simple messaging framework
- Get internal and external feedback
- Educate your own sellers

Monitor & Adjust

- Stay plugged in and get ongoing feedback from partner sellers
- What's working? What's not?
- Adjust with field-tested ideas



A conversation about messaging brought to you by



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