In the *Channel Partner Management*^{SM} program you will learn, apply, and practice the following relationship management strategies and tactics with your channel partners.

Create a Channel Partnership Statement

- Develop a statement that is the essence of your longterm strategy
- Evaluate the partnership's value contribution, provided products or services, and the benefits you will receive

Align Channel Focus Between You and Your Partners

- Assess your channel partner relationships and determine the needs and expectations of your channel partners as well as your own organization
- Share the same goals with your partners and simultaneously recognize value from the relationship

Situation Appraisal

- Identify Key Players in the channel relationship
- Determine your trends, opportunities, strengths, and vulnerabilities

Define Partnership Goals

- Position yourself in the channel now and for the future
- Indicate progress being made toward Channel Partnership Statement
- Determine how you wish to be perceived by the channel

Sales and Support Programs

- Improve your position within the channel by making value-added contributions
- Support your Channel Partnership Statement and goals
- Provide tangible, tactical benefits to both you and your partner

Focus and Stop Investment Decisions

- Concentrate on resources directly related to achieving one or more goals, and that enhance your position
- Avoid wasting time and effort on ineffective resource allocation

Optimize Your Channel Strategy

- Improve the management of your channels to maximize efficiency and effectiveness
- Focus channel relationships toward mutual profitability

Achieve "Must Have" Status With Your Partners

- Elevate the "mind share" you capture from your partners
- Leverage your strengths to differentiate your business from the competition

Maximize the ROI of Your Channels

- Lay down tactical initiatives with your partners to achieve your goals
- Use a specific methodology and supporting tool set to implement a viable action plan designed to produce results