

Assessment based Partner Sales Readiness for SMB segment

Assignment

A well-established technology company with global reach and partner led channel strategy model was on a lookout for strategic partner who would skill its entire channel partner sales team with adequate product knowledge on Microsoft Azure. The requirement was to accelerate their readiness on building a building vision for the Azure product line in the SMB segment.

Benefits for the Customer

- Increase in market coverage through a well-trained, knowledgeable channel sales workforce
- More than 200 sales professionals trained

Challenges faced by the Customer

- Different sales pitch was required for SMB partners who are in diverse locations across India.
- The Partner sales professionals required training to be able to modify their sales pitch as per the needs and requirements of the target customer.

Highlights

- Devised and developed an instructor led program that emphasized on how to pitch the value of the product Azure in a competitive manner.
- The program was delivered across multiple geographical locations.

Achievement

The customer witnessed a spurt in the Opportunity Pipe and prospective new green field accounts within few months of delivery of the training project

Engagement Model

Outcome Based Project Outsourcing

Synergetics Value Proposition

- Customized Curriculum
- Speakers who are Field Trained
- Training Methodology
 - Inline case studies
 - Role Plays
 - Discussion Sessions with Debates