

## **Partner Cloud Sales Workforce Development in Asia Pacific Market**

### **Assignment**

A worldwide technology giant armed with a partner led strategy sales model, were seeking to enhance the skills of their partner channel sales leaders. They were seeking a learning partner who would be able to impart Product Knowledge to the Partner Sales Team and thereby enhance their ability to successfully engage with their customers on solution capabilities of Azure.

### **Benefits**

- Training imparted to more than 55 sales leaders
- Considerable increase in understanding the strategic knowledge depth on Azure technologies by the leaders at the channel partner sales teams.

### **Challenges**

- To offer training in the impact and value proposition of Azure that is tailored and adaptable to the customer's requirements in the Asia Pacific Market.
- The GSI Partners should be capable enough via sales pitches to position Azure appropriately to needs of customers in the Asia Pacific Market.

### **Highlights**

- An Instructor led program with focus on how to develop a market strategy, competitive pitching of the product and along with its value proposition.
- Program delivery was done across multiple geographical locations across the Asia pacific.

### **Achievement**

Visible Active Penetration in new green field accounts along with spurt in the opportunity page

### **Engagement Model**

Project Outsourcing

### **Synergetics Value Proposition**

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

*Synergetics India is a sister concern of Excelencia Infosystems*