

## ***Module IV - Channel Partner Training***

### **Excerpt**

While there are differences in degree of training provided depending on the type of partner relationship (agents, brokers, affinity/alliance partners or resellers), there should be no fundamental difference in how you approach an indirect channel versus a direct channel with respect to training. You would not hire a new sales representative without giving him/her proper training on the company, products, and processes. So it should be with channel partners. Comprehensive orientation and training is critical to obtaining optimal results from your indirect channel (see the Training Matrix at the end of this module).

There are four components to the Channel Partner Training Plan:

- Training Curriculum
- Training Platform
- Training Certification
- Training and Support Materials