

Partnership Sales Workshop for Enterprise customers

Assignment

A worldwide technology major equipped with a partner led strategy sales model was seeking a strategic partner who could empower their channel partner sales team with adequate product knowledge and readiness so that they can sell Azure effectively to the enterprise customers.

Benefits

- Increase in the market outreach of the customer through a trained channel sales workforce
- Training imparted to more than 150 sales professionals

Challenges

- The Enterprise Partners are based at various geographical locations across India and cater to markets that react differently to sales pitches and product positioning.
- The partner sales professionals had to be trained to adjust their pitched to the match the needs of the target audience.

Highlights

- Devised and developed an instructor led program that focused on how to pitch the value of Azure services and how to deliver an end to end value proposition tailored to the needs of each customer.
- The program was delivered across multiple geographical locations.

Achievements

The customer experienced a spurt in the channel partner opportunity pipe. The qualitative feedback from the channel sales team was that they could better penetrate new Green Field accounts, within a few months of attending the training.

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