

## Understand the Channel Partner's Business and Keys to Partner Profitability

"Profit Storm® for Channel Managers" is a custom training program that empowers channel organizations with industry knowledge, financial acumen and communication skills to help them recruit, develop and manage channel partners. It is available in a local or virtual live-Instructor-led collaborative workshop environment. Using the Stratoscope® proprietary Business Simulation Platform, it combines live instruction, application, feedback and coaching to make this a complete immersive experience that your team will internalize to drive real results.

ES Research (www.esresearch.com), an independent sales training analyst firm states that, "70% of all goods and services are sold via third-party sales channels, not direct sales. However, an examination of sales training programs shows a significant disparity, with most training and content focused on field sales personnel, not channel managers."

Channel Chiefs today are seeing the impact of this training gap in their business results. While channel managers responsible for recruiting, developing, and leading channel partners may be great sales people and even good managers, they have never "walked in a channel partner's shoes."

It's quite possible that the world's best channel managers might already be under your own roof! They might just need a bit more help to get there. NewLeaf Partners not only has the solution, but could actually help you create sustainable competitive advantage if you move quickly.

Find out how other world-class companies invest in their channel managers' ability to understand:

- How channel partners see their business and measure success.
- How business decisions and investments impact cash flow, balance sheets, P&L, ROWC, etc.
- How to use their resources effectively to increase partner loyalty and drive profitable growth.
- How to use their knowledge and credibility to make their partner's sales team more effective as well.
- Other challenges that are specific to their "Profit channel partners."

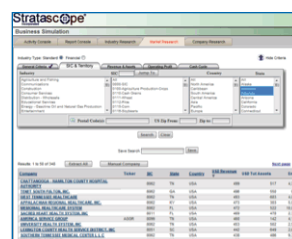
*"Profit Storm® for Channel Managers' has definitely moved the needle" in our business – the impact to our people's skills and confidence has been dramatic."*  
Channel Executive

*"Walk a mile in the shoes" of a channel partner in this fast-paced, collaborative workshop. This immersive simulation experience is one your team will remember. For multiple "quarters" - using the business simulation engine - teams compete to see who can build the most successful channel partner business. It's easy at first, but don't get complacent – it gets progressively tougher each "quarter!"*

### "Quarterly" Team Activities

Item	Quantity	Unit Price	Total Price	Cost	Margin	Confidence	Proposal Rate
Service Project	100	200.00	20,000.00	15,000.00	25.00%	80%	10%
Service Project	50	400.00	20,000.00	15,000.00	25.00%	80%	10%
Service Project	200	100.00	20,000.00	15,000.00	25.00%	80%	10%
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1. Review the Marketplace for opportunities



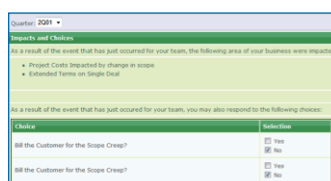
2. Research Industries and Markets

Item	Quantity	Unit Price	Total Price	Cost	Margin	Confidence	Proposal Rate
Service Project	100	200.00	20,000.00	15,000.00	25.00%	80%	10%
Service Project	50	400.00	20,000.00	15,000.00	25.00%	80%	10%
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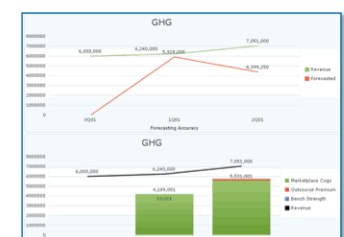
3. Make Quarterly Investment Decisions

Item	Quantity	Unit Price	Total Price	Cost	Margin	Confidence	Proposal Rate
Service Project	100	200.00	20,000.00	15,000.00	25.00%	80%	10%
Service Project	50	400.00	20,000.00	15,000.00	25.00%	80%	10%
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4. Bid on Marketplace opportunities



5. Respond to Any Unplanned Events



6. Review Results and Plan for the next Quarter

Profit Storm® for Channel Managers is a **world-class training workshop that does not require travel**. It's your option whether to do it locally or virtually! The virtual version utilizes a live instructor, Stratascope's® Business Simulation Platform and advanced functionality of application sharing / conferencing technology. NewLeaf's "no-doze" virtual training methodology and field-relevant trainers keep your people excited and on their toes, while delivering the same or better experience as a local event. What's more – **your sales teams stay where you need them – in the field!**

The Stratascope® Business Simulation Platform's easy customization also allows you to scale the program to quickly meet the needs of many different types of roles in your sales organization – it can be easily adapted for new hires, 20-year veterans, or even support roles such as Channel Marketing, Operations, etc. Your Channel Partners themselves can even be included for an "extra dose of reality."

Through this highly tangible experience, your channel account managers will learn and retain the knowledge they need to demonstrate value to their business partners in terms of financial impact. They will be able to articulate it in the language that your channel partners' decision makers want to hear.

In simulating the channel partner's world, this highly collaborative, competitive experience includes:

- Planning what business to be in and what it takes to get there.
- Targeting industries, markets, and companies.
- Reviewing the marketplace for sales opportunities.
- Making tough investment and resource allocation decisions.
- Competing in the market and "making the quarter."
- Reacting to unplanned events (ex. lose a key employee, etc.)
- Understanding how it all impacts their financials – short and long term.

## PROGRAM OUTCOMES

Our clients say the workshop has dramatically improved:

- Channel manager's confidence in discussing business issues with channel partners.
- Credibility, trust and relationships with channel partner leaders.
- Recruiting, development and time-to-quota of channel partners.
- Partner revenue and profitability, as well as their own company's.



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### About NewLeaf Partners and Stratascope

*NewLeaf Partners has taught sales business acumen to technology companies like Cisco, IBM, Alcatel and many others for over 11 years. NewLeaf's long-term partnership with Stratascope enables them to combine thought-leadership, executive-level trainers with cutting edge web-based tools to provide a complete sales-enablement solution.*

*A highly successful offering that has been delivered globally for years, "Profit Storm® for the Channel Manager" is an example of the great synergy that results from collaboration focused on the most critical needs of our clients.*