



Certified Channel Manager™

Industry's 1st, Best-Selling & Most Rigorous Standardized
Channel Training & Certified Channel Manager Program





Trained *Thousands* of
Channel Managers



World-Wide

About Your Instructor – Ted Finch

- CMO, Chief WiSaaS Consultant - SaaSMAX
- VP Marketing - GE (\$130 billion)
- Sr VP Marketing - Motorola (\$38 billion)
- VP Marketing - Harcourt (\$4 billion)
 - Seaworld, Neiman Marcus, General Cinemas, Harcourt education
- VP Marketing - Goldmine
 - #1 Rated CRM, over 1 million users
- VP Sales & Marketing MarketStar
 - Grew from 13 to 4,000 people in 4 years
 - World's largest high-tech channel launch company
- Notables
 - Runs the industry *Certified Channel Manager*™ program
 - Built 2 sales teams over 300, one grew to over 4,000
 - Wrote marketing plan and “published” Netscape & AOL
 - Helped form Red Storm Entertainment with Tom Clancy
 - Quoted in over 100 publications and online media CNN, Marketing Computers, ABC, Fortune, etc.



Ted Finch (aka Chanimal) has helped [create](#), [refine](#) or [grow](#) over **400** channel programs!



Accredited by Channel Advisory Council

- Comprised of senior channel leadership from some of world's largest corporations
- Foremost thought leaders that guide industry standards
- From every major channel & industry type



Acid Test – Primary Objectives

- Do you have *everything* you need to set up a NEW program from scratch
- Can you recognize holes and apply industry best practices to an existing program
- Can you shift from one channel type to another
 - Retail to VARs to System Integrators
- Can you move from one product type to another
 - Hardware, to software, to SaaS

YES
OR
NO

Certified Channel Manager

- The largest of the three MAIN Courses

Enrolled

A hand-drawn graphic on a spiral notebook. The central text reads "MARKETING CHANNELS" in a black box. Surrounding it are various marketing icons: a megaphone, a person wearing a headset, a laptop, a graduation cap, and a university logo. Dotted lines connect these elements, suggesting a strategic flow.

Certified Channel Marketing Manager

TACTICAL help with proper set up, agreements, policies, syndicating collateral, videos, PRM, portal systems, mass recruiting, onboarding, certification, operations.

[See more...](#)

Enrolled

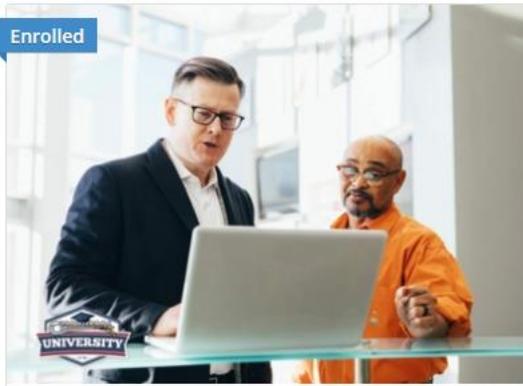
The Channel University logo, featuring a graduation cap above the word "CHANNEL" in a stylized font, with "UNIVERSITY" below it in a blue banner. The logo is set against a background of a blurred crowd of people.

Certified Channel Manager™

Industry's FIRST, #1 Best-Selling Certified Channel Management program. Covers SaaS, Retail, Soho, Enterprise, and Online Channels strategy and core tactics.

[See more...](#)

Enrolled

A photograph of two men in a business meeting. One man in a dark suit is pointing at a laptop screen, while the other man in an orange shirt looks on. A Channel University logo is overlaid in the bottom left corner of the image.

Certified Channel Sales Manager

Channel roles, setting internal expectations, territory setup & mgmt, comp plans, sales onboarding, systems, recruiting dialogues, sales skills, model/coaching calls, quotas.

[See more...](#)



Includes One FREE Elective

- Requires a MAIN course as a pre-requisite

Enrolled

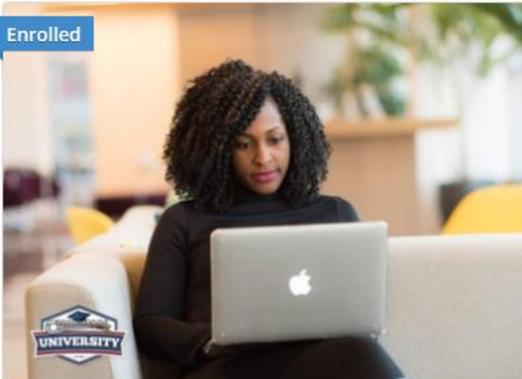


Elective – SaaS & Affiliate

Learn SaaS channel differences including how to price, set margins, which distributors if any, models - reseller or affiliate, program configuration & recruiting.

[See more...](#)

Enrolled



Elective – Alliances & OEM

Learn the strategy & tactics to setup profitable alliances & OEMs. Plus, how to identify best, recruit & leverage. Includes OEM licensing, negotiating, enabling.

[See more...](#)

Enrolled



Elective – Retail & Online

Learn basic to advanced retail channels with POP, ROP, Plan-o-grams, EndCaps, distributor, sell-in strategy, merchandising, retail enablement, online marketplaces.

[See more...](#)

Enrolled



Elective – Direct Sales & Services

Basic to Advanced sales training for direct sales of products and professional services--since direct sales is a channel. Includes advanced closing & overcoming objections.

[See more...](#)

Includes code for one FREE elective course – select *after* passing a main course

Main vs Electives

- Main courses cover multiple channel types (Retail, SaaS to Enterprise)
 - Everyone gets some cross-training so you can manage *any* channel
 - Split by discipline – Sales & Marketing since roles are different
- All main course provides framework through execution
- Electives are VERY tactical and hands-on
 - It's the details that most channel managers (general, sales or marketing) need the most help with
 - Hand to hand combat...

Electives FOCUS On The Details

- Everything you need
 - Over 100 documents
 - Best practices
 - Instructions
 - Worksheets
 - Templates
 - Samples
 - Processes
 - Agendas
 - Tips

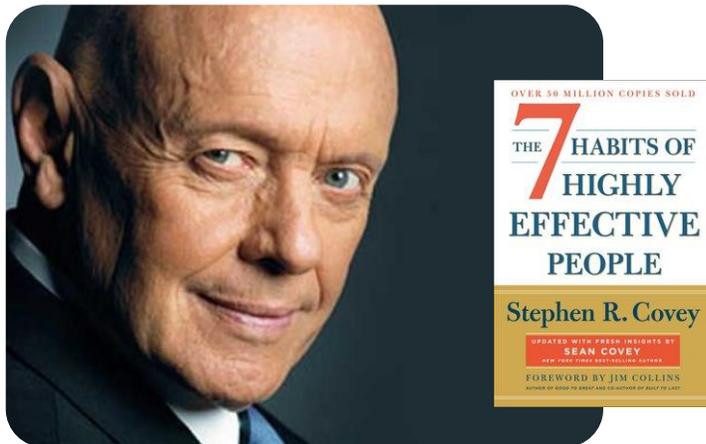


Course Overview

- Course Format



“TEACH what you learn”



Density

- Some slides will have a lot of density
 - Not because it makes for the best slide...
 - But because it will be easier for you to remember what was said or want to transfer this information to team members who couldn't attend
 - We cover a LOT of material. Pay attention now and you can re-construct everything from the course materials afterwards
 - May not cover everything in slides – later reference
- Prepare for a *high-speed* delivery



Certificate

- Quizzes after most sections
- Final certification exam
 - Can re-take until 80%
 - Course remains open for 12 months
- Includes a *Certified Channel Manager* certificate
- Validated with dated, numbered and embossed foil seal
- Printable PDF available automatically upon passing
- USA also receives a printed certificate with 3-5 days



Need Help?

- Support section is available at Chanimal University
 - Phone, live chat, email, YouTube videos, Facebook, FAQs, Forum
- Take the short Course Tutorial



Completed

Course Tutorial

Chanimal University course tutorial. Explains how to enroll, how to navigate the Chanimal University learning center, how to print certificates and more.

[See more...](#)

Let's Get Started

- Click the Next Lesson button when ready

 Lesson Content 100% COMPLETE | 1/1 Steps

 Orientation Overview

[Back to Course](#)

[Next Lesson >](#)



Time to Get Moving!

