

Over 10,000 Trained
World's #1 Best-Selling

"It's an MBA in the channel"

Jay McBain - Channel Influencer of the Year



Show Special

was \$1,995

75% OFF

NOW \$498

Become a Certified Channel Manager

Should You Take This Course?

- Trying to create a new reseller program? Need industry best practices?
- Your channel program is not working as well as expected?
- Have a big channel team—but need to level-set everyone?
- Want to recruit more partners?
- Need to know how to jumpstart and maximize partner sales?

Perhaps you should consider...

Channel Management Training by Chanimal University™

The industry's first, #1 best-selling and most rigorous standardized Certified Channel Manager Training.

Used to train over *TEN THOUSAND* channel pros including: start-ups, channel chiefs, VPs, consultants, directors, managers, marketing, sales, CAMs, operations, bus dev & alliance managers—new or seasoned veterans.

Sample Course Topics

31 self-paced, *strategic & tactical* online lessons that cover all three phases.

1. **Program setup:** policies, agreements, levels, margins, deal reg, leads, MDF, training, positioning, bid desk, locator, certification, NFR, collateral (price list, PowerPoints, white papers/eBooks, templates, & landing pages).

2. **Recruiting:** databases, emails, call dialogues, direct response, roadshows,

alliances—industry best practices.

3. **Enablement:** onboarding, orientation, marketing meeting, promotions, motivation, sales training, account management, joint model calls, coaching calls, business planning, partner councils.

Plus operations: industry ratios, time lines, forecasting, budgets, ROI, PRM systems and analytics.

All partner types—referral partners, distributors, online, retail, MSPs, VARs, SIs, corporate, enterprise, or SMB.

Not another theoretical, boring monolog on the channel—FAST, practical, comprehensive and dynamic!

"Great education – unbelievable depth of content here. It is more than just a certificate – It is an MBA in the channel!"
Jay McBain, Channel Influencer of the Year

"It should be a required course for every channel manager." Dina Moskowitz, CEO Partner Optimizer, Top 50 Channel Influencer

"Loved this course. So much in-depth knowledge about Channel Managing."
Rob Bolt, Channel Manager, Toshiba

"It's laid out in a fun and engaging way and was definitely worth my time."
Valiant Cummings, Director Partner Programs & Operations, Google



Channel Partners
CONFERENCE & EXPO

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Only available to conference attendees. Complete show questionnaire to provide email for discount coupon, or go to

ChanimalUniversity.com/CP

Hurry—Limited time offer (special ends March 31, 2024).

512-263-9618 | Chanimal@Chanimal.com