

#1 Best-Selling Course  
Over 10,000 Trained

# “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 & most rigorous standardized Channel Manager Training & Certified Channel Management program.

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 to 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)—what works.



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, systems.

All partner types—Referral partners, distributors, online, retail, MSPs, VARs, SI's, corporate, enterprise, SMB.

WAY too much to list here! 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 Moskowicz CEO Partner Optimizer, Top 50 Channel Influencer

**“Loved this course. So much in-depth knowledge about Channel Managing and I learned a lot.”** Rob Bolt, Channel Mgr, Toshiba

**“It’s laid out in a fun and engaging way and was definitely worth my time.”** Valiant Cummings, Director Partner Programs & operations, Google



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Hurry—Limited time offer (special ends April 30th, 2025).

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