



Channel Partner and Channel Management Capabilities

Executive Summary

SALES and LEADERSHIP Excellence (SLX) is a consulting, training and coaching firm that specializes in Channel Partners and Channels Management. *SLX's* President, Don Gracy, has 20+ years experience working with companies such as GE, Cisco, Dimension Data, VCE/EMC, Computer Associates, Parametric Technology (PTC), Thermo Fisher Scientific, Sun/Oracle, CommScope, Hubbell, and many others. **What makes *SLX* different is deep expertise from working on both sides of the channel partnership equation** – Recruiting, Developing, and Managing Partners as a product manufacturer (including IT hardware, software, and industrial goods) and running Sales / Marketing for IT Systems Integrator Channel Partners. This holistic understanding of both sides' perspectives, challenges and opportunities makes all the difference. *SLX's* philosophy is that alignment and collaboration between vendor and partner must create synergy vs. conflict - in essence $1 + 1 = 3$.

Don has refined and expanded *SLX's* successful methodology from the field level up to the corporate level - customizing it for companies large and small - to deliver results that are not only transformational, but sustainable.

Capabilities Summary

For Channel Partners – Sales and Marketing

- Interim Sales and/or Marketing Leadership Roles
- Sales Skills, Process, and Readiness Assessments
- Maximizing ROI by Aligning Sales, Marketing, Services
- Differentiation Strategy vs. Commoditization
- Finding and Winning New Business
- Lead Generation Strategies
- Maximizing Share of Wallet Cross-via Selling & Strategic Accounts Programs
- Forecast Accuracy and Pipeline Management
- Optimizing Vendor Relationships and Programs
- CRM Systems and Tools Integration
 - Integration, Compliance and Optimization
- Cloning Top Performers
- Optimizing Sales Compensation
- Training and Coaching
 - Gaining Access to Key Decision Makers
 - Executive Conversation / Business Relevance
 - Sales Call Planning and Execution
 - Opportunity Qualification, Planning, Execution
 - Account Planning and Execution
 - Territory Planning and Execution
 - Joint Planning with Vendors and Clients
 - Sales Management Disciplines
- Client, employee and vendor survey / recommendations
- Custom Events
 - Kickoffs, Retreats and Business Reviews
 - Speaking Topics and Facilitation

For Manufacturing and Software Vendors

- Improving Conversation Skills with Channel Partners
- Channel Partner Recruiting, Selection and Onboarding
- Gaining Channel Partner Mindshare
- Channel Partner Training and Development
- Deepening Trusted Relationships Between Vendor and Partner
- Creating Channel Partner Self-sufficiency
- “Voice of the Partner” - Channel Partner Forums, Surveys and Interviews
- Managing Channel Conflicts
- Joint Planning Process and Execution
- Joint Marketing and Sales Strategies
- Custom Events
 - Kickoffs, Retreats and Business Reviews
 - Speaking Topics and Facilitation

**World-Class Assessments,
Coaching, Training and
Tools That Produce
RESULTS**