



ACCELERATING YOUR BUSINESS PARTNERS' SUCCESS

# Channel Enablement

# The Channel Enablement Zone - A Portal To Expand Your Sales Reach

## COMPUTER GENERATED SOLUTIONS (CGS) CHANNEL ENABLEMENT ZONE PROGRAM

empowers your business partners to bring your products and services to market faster and more effectively by providing cost effective, one-stop, instant access to business critical information, tools, training and support.

### THIS ENABLES YOU TO ACHIEVE:

- Faster partner ramp-up and development with streamlined business & support processes
- Increased partner sales and technical staff productivity
- Increased revenue and shorter sales cycles
- Responsive sales and technical support to partners
- Improved partner satisfaction and loyalty
- Reduced partner program costs
- Simplified partner program execution and management
- Greater level of services making it easy-to-do business for partners

The Channel Enablement Zone (CEZ) is a portal providing everything a business partner needs to know about your products and services, in one place, with great focus and precision.

The primary components of the CEZ are business partner Sales Enablement and Technical Enablement. Within each of these components there are sub-categories including sales and technical training courses, sales and technical support, partner nurturing and development support, proposal templates, sales guides, presentations, contract procedures, migration/integration guides, development tools and numerous other key categories designed to quickly and efficiently enable your business partners.

Designed as a virtual community, the CEZ achieves high volume at low cost, delivering a full scope of services, readily available, easy to update, and user friendly.

# Sales Enablement

## INCREASING CHANNEL REVENUE, MARKET SHARE AND MARGINS THROUGH CAPABLE AND QUALITY BUSINESS PARTNERS IS A HIGH PRIORITY FOR HIGH TECHNOLOGY VENDORS

The Channel Enablement Zone (CEZ) provides a sales enablement portal designed to quickly and efficiently enable your business partners. The portal includes all of the sales training, sales guides, presentations, proposal templates, contract procedures, support resources and many other tools that will quickly facilitate your business partners' sales staff to sell your products and services.

Your products are presented online using a tabbed layout format. The business partners choose the products in which they have interest. They'll learn the key attributes of the products, develop key messages to present to their clients, state the solution benefits, explain pricing, describe the competitive edge, and will also be able to easily identify the sales tools and resources they require from the CEZ.

The value of the CEZ becomes more apparent when you see the extent of prepared materials inclusive of everything a business partner needs to become empowered to market and sell a vendor's products. And, most critically, it's all in one place. Your business partners will not waste valuable time searching for information.

### SALES TRAINING

Business partners are provided with a number of choices for obtaining sales training. Courses are offered online, distance, CBT, CD-ROM and ILT. Course selections include sales skills modules, selling your methodologies, product skills modules and numerous other sales oriented modules.

### SALES SUPPORT AND NURTURING

Your business partners are assigned a resource project manager who proactively maintains communications to ensure they are aware of all of the sales resources, sales training, sales tools and support available to them on the CEZ. This provides a high-volume, low cost means of seamlessly supporting your business partners from the entry point of recruitment to fully enabled, productive partner status.

### BUSINESS PARTNER SALES PLANS

The CEZ offers the ability to share your company's process for creating joint marketing and sales plans in conjunction with your partners. Plans clarify how you and your business partners will work cooperatively to achieve common revenue targets and business objectives.

### PREPARING FOR THE SALES CALL – SAMPLE CONTENT

#### BUSINESS PARTNER VALUE PROPOSITION

The purpose of this section is to demonstrate how your business partners can use your products to gain competitive advantage, strengthen client relationships, solve client problems, tap into a large potential market, access new sources of revenue and augment your existing portfolio.

#### SALES OVERVIEW

The Sales Overview section provides a description of the offering, solution components, client pain points, needs, benefits, target customers, qualifying questions, competitive positioning, links to all preparation materials, and other information that describes the overall offering. It also includes goals, advantages and benefits.

#### COMPLETE SALES GUIDE

The Sales Guide is a comprehensive guide to specific markets, your product offering, target clients, and sales process information. The purpose is to assist the business partners to identify and quality opportunities, develop and price solutions, and to close sales.

#### SALES SUMMARY

The Sales Summary describes the solution, business drivers, business impact, typical client profile and target audience for each product offering that the business partner is selling.



# Sales Enablement, continued



## PREPARING FOR THE SALES CALL, CONTINUED

### SWEET SPOTS

The Sweet Spots is a one-page document that clearly summarizes and describes the solutions, business drivers, business impact, typical client profile and target audience for your products.

### UNDERSTANDING THE CLIENT

The purpose of the “Understanding the Client” section is to provide business partners with tips and techniques for



initiating contact, overcoming objections, identifying business needs, key pain points and identifying solutions.

### SALES QUESTIONS

Sales Questions are a list of inquiries to guide a client engagement. Questions and their supporting rationale are provided so business partners can obtain the information they will need to accurately and professionally propose the solution.

### SALES CASE FILES

The purpose of this section is to provide examples and demonstrations of how your business partner can use this enablement site and the related collateral to assist them to sell your products.

## WORKING WITH THE CLIENT – SAMPLE CONTENT

### EXECUTIVE PRESENTATION

This executive slide presentation will assist business partners to position your product offering as a solution. This presentation provides an overview of the problems and resolutions aimed at decision-makers who must alleviate pains and provide value to their company.

### ROI CALCULATOR

A return on investment (ROI) calculator is a tool used by business partners to quickly demonstrate savings by implementation of your products or services.

### CLIENT PRESENTATION

Your client presentations can be used to provide a more detailed view of the offering to influencers. Used by your business partners when a decision maker requests a presentation for his/her technical team, it presents a clear picture of a solution.

### OVERVIEW OF THE SOLUTION

The data sheets provide a quick overview of the solution, features, and business impacts provided by the product offering. This is suitable for emailing to the decision maker or as a leave-behind after a sales presentation.

### EXECUTIVE SUMMARY

The Executive Summary is a template business partners can use to communicate the product or service offering to decision-makers. It includes a high-level overview, objectives to meet expected outcomes, a listing of deliverables, and a pricing summary.

### PROPOSAL

The Proposal document offers a template for business partners to propose the product offering to a client. It has an executive summary, objectives for the solution, the deliverables, and a pricing summary. Additionally, it includes implementation details and benefits.

## CONTRACT INFORMATION – SAMPLE CONTENT

Easy-to-use contract information is provided to the business partners. Specific links with instructions for accessing contracts check list, contracting process, pricing worksheets, statement of work, service option attachments and schedule of services.

# Sales Kits, Marketing Plans and Collateral

This section of the Channel Enablement Zone (CEZ) provides sales and marketing aids and tools you may offer to your business partners. These materials enable them to quickly develop sales plans coordinated with your sales organization. Specific information is provided to develop sales and marketing collateral for their solution based on your products and begin generating sales.

The sales kits, marketing plans and collateral are in one online menu to simplify the business partners' efforts and reduce their time from enablement to revenue.

Typical questions by a business partner answered in this section are:

- How can I use your logo?
- Where can I get marketing information on the product?
- How can I develop a sales and marketing plan with your sales team?
- What should a really professional proposal to a customer look like?
- How can I more effectively promote my solution on your products to qualified prospects?
- How can I purchase your product or find information on pricing?
- Can I use your facilities to present and demonstrate my solutions to customers?
- Where can I find the latest presentations on your products of interest to me?

## SALES AND MARKETING CENTERS

Provides instructions for your business partners to utilize your Sales and Marketing facilities to host more effective seminars to help them close more sales.

## CASE STUDIES AND PRESENTATIONS

Provides case studies describing how business partners work with you to develop solutions using your technologies and services. Business partners learn how to team with you to take their

## HOW-TO MARKETING

Business partners have access to "How-to Marketing" guides that explain how to maximize direct mail, e-mail, direct response advertising as well as other marketing tactics in a multi-touch campaign. Also included are the resources available today to enable your business partners to develop a successful direct marketing campaign.

## DEMAND GENERATION CAMPAIGN DESIGNER

Provides your business partners with resources that enable planning for a customized demand generation campaigns and create high quality marketing materials using your company's logo and messaging.

## COLLATERAL AND LOGOS

Provides your business partners with tactics to put the power of your brand to work for them. This helps your business partners set themselves apart from their competition, generate interest and impress potential customers.

## SALES SEMINAR KIT

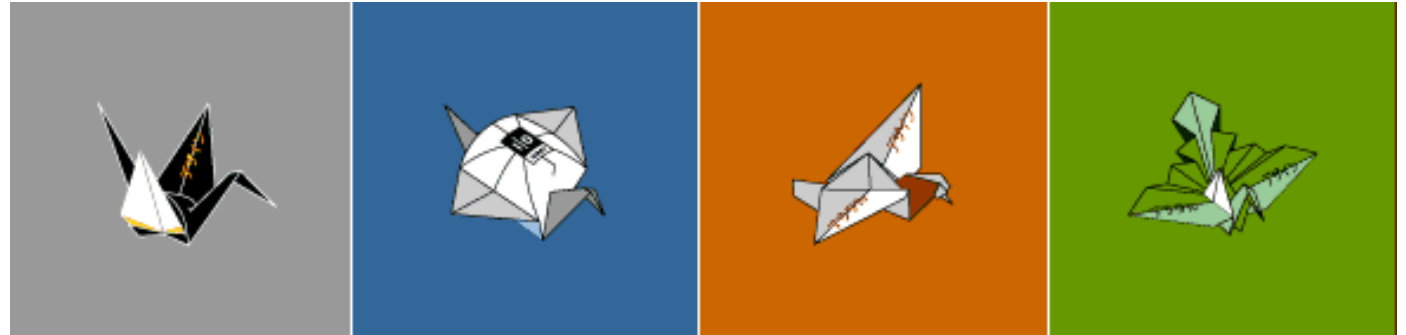
For sales professionals, the kit provides business partners with all the materials needed to conduct half-day sales seminars. Included in the kit is a customizable PowerPoint presentation, invitations, mailers, attendee tags and banners. Business partners have enjoyed great success capturing new opportunities to sell their company's services.

## VALUE SELLING TO THE EXECUTIVE SUITE

In order to be competitive, business partners need to address the unique business needs of customers at the 'C' or executive level. This component provides the tools and training they need to be able to articulate the value of their solutions, for your products, addressing specific concerns in the language of executives.



## Technical Enablement



The Channel Enablement Zone provides your business partners' technical staff with educational courses, technical materials, support resources, and technical tools organized by product type online, in one location, accelerating their ability to become proficient about your products. The Technical Enablement portal is a user-friendly site your business partners will easily access and navigate.

The products that business partners selected during the registration process are grouped together, by brand, under tabs found at the top of the screen—all in one location. This increases efficiency by reducing time while searching for the specific technical information required.

### **TECHNICAL EDUCATION**

Training courses are available through a broad scope of learning methods and modalities; online, distance, CBT, CD-ROM and ILT. Once business partners select a course in which they have interest or need, course material will be presented in a linear, as well as a holistic format. If new to the technology, business partners can progress step-by-step; if interested in a specific area they can navigate quickly to a particular module.

### **TECHNICAL SUPPORT AND NURTURING**

In conjunction with the Channel Enablement Zone, your business partners' technical staff is assigned a resource project manager. The manager proactively maintains communication with your business partners to ensure they are aware of all of the technical resources available. The objective is to assist the business partners to quickly become technically-enabled on your products.

### **LIVE TECHNICAL SUPPORT IS AVAILABLE THROUGH ONLINE CHAT FACILITIES AND DISCUSSION FORUMS.**

#### Online Chat Facilities

Virtual subject matter experts are accessible from 8AM until 8PM (EST) Monday through Friday. This support staff will provide business partners with a wide variety of technical information and support.

#### Discussion Forum

If business partners find it inconvenient to use the Online Chat Facility, they may post questions to a discussion forum reaching the greater community. Business partners may also search for questions that were previously asked and answered. The discussion forums are monitored by the Channel Enablement Zone support center.

# Technical Enablement, continued

## TECHNOLOGY DOWNLOAD

Each product within the Channel Enablement Zone offers business partners the opportunity to download the technology in which they have interest. Business partners experience working with the real product while engaged in their education, which adds to their capabilities and skills retention.

Having the technology on the Channel Enablement Zone eliminates the time business partners historically spend looking to access the technology.

## ROADMAPS AND CERTIFICATION

A Roadmap takes a single topic and provides business partners with the options available for them to perform the steps required to accomplish their technical development goals.

## CASE FILES

Case files are step-by-step examples designed to guide business partners through decision processes. By clicking on the links, business partners are taken to a “tree” view HTML page that outlines the steps necessary to complete a technical task.

## PORTING ZONE

The Porting Zone provides direction and documentation for creating, migrating or upgrading the business partner’s product to a current version of your product.

## TECHNICAL INFORMATION RESOURCES

Business partners use the Technical Resources section to review the latest documentation, presentations, news articles and other sources of information such as integration and installation guides; site evaluation and installation checklists

## FAQS

Answers to the most commonly asked product questions are included in the FAQ section. The FAQs are designed for business partners who want answers to their problems quickly.

## HOW DO I?

The “How Do I” section has detailed information and simulations for completing product development and implementation tasks. Information is provided by HTML-guided walkthroughs and simulations.

## TIPS, TRICKS, AND TRAPS

This section provides best practices and time saving tips.

Tips: Designed to inform and support business partners about development.

Tricks: Designed to inform business partners about accelerating the development of their application.

Traps: Designed to inform business partners about potential problems.

## RELEVANT LINKS

Provide gateway links into various sites that business partners can use to explore topics independently.





## Nurturing and Developing Your Business Partners

providing seamless end-to-end support

to quickly establish profitable, long-term relationships

Once you have recruited new business partners, a key element in establishing and maintaining successful relationships is to provide a high level of quality nurturing and development support. This is especially important at the post-recruitment stage.

In conjunction with the Channel Enablement Zone (CEZ) Program, the Nurturing and Development Program provides a high-volume, low cost means to provide a high level of quality support and services that will enable your business partners to easily accelerate their time to market with their solutions on your products.

A sampling of the support to business partners includes categories such as:

- Initial welcome to the CEZ via direct telephone call
- Walk the business partners through the CEZ and provide awareness and benefits
- Provide direction for enrolling in sales and technical training courses
- Direct business partners to what is available to implement and deploy their solutions
- Assist the business partners to utilize the sales and marketing tools to develop their collateral, marketing plans, proposal templates, presentations, etc.
- Provide support to assist in launching sales seminars, telemarketing and other marketing and sales support functions.

The Nurturing and Development Program is led by a team of marketing and technical professionals with years of experience working with business partners. This team will assist your business partners to effectively utilize all of the elements of the CEZ. The Nurturing and Development team represents themselves as employees of your company.



## FEATURES OF THE NURTURING AND DEVELOPMENT PROGRAM

### CEZ WELCOME AND AWARENESS

The Nurturing and Development team, via telephone, contacts each of your business partners at the time of their enrollment in the CEZ. A Nurturing and Development team member welcomes your business partners to the CEZ and provides them with everything they need to know to effectively begin using the CEZ.

At this time, your business partners are provided with a Nurturing and Development team project resource manager's name that is assigned to them and is available if they have any questions as they begin using the CEZ.

### BUSINESS PARTNER TRAINING

The project resource manager works with your business partners to assist them in identifying the specific training programs on the CEZ that best align to their unique training requirements for categories such as technical skills as well as sales skills.

### BUSINESS PARTNER SOLUTION DEVELOPMENT SUPPORT

When your business partner registers to migrate, update or develop their solutions with your

products, the project resource manager will guide your business partner to the appropriate CEZ resources in support of their solution development activities. The project resource manager will also be aware of other resources within your company such as benchmarking facilities, loaner products, etc., that might be of use.

Your business partners' technical team will always know who to call for anything they may require during their migration, upgrade or development activities. Other Nurturing and Development technical resources are made available via chat, email support and direct as required.

### BUSINESS PARTNER GO-TO-MARKET PLANS

As your business partners are developing their solutions, the project resource manager will step through a series of marketing and sales questions to determine what the business partners' require to initiate their marketing and sales campaigns.

Questions such as have you built your collateral?, developed a marketing plan?, need assistance developing a proposal?, etc. will prime their thinking and actions. Their responses will enable the project resource manager to direct the business partners to the specific areas on the CEZ site where the instructions for collateral development, sample marketing plans, and sample proposal templates reside.

The project resource manager will also ensure that the business partners are aware of all of your programs and offerings, beyond the CEZ, that may be valuable in their marketing and sales campaigns.

### SALES AND MARKETING CAMPAIGNS

After your business partners are ready to go-to-market, the Nurturing and Development Program offers your business partners a number of services that are designed to accelerate their marketing and sales campaigns.

A sampling of services include Seminar in a Box that business partners can customize, sales lead telemarketing campaigns, webinars, and many other action items designed to assist your business partners to quickly begin generating revenue with your products.

### CREATING ADDED INCENTIVE TO USE THE CEZ

To encourage your business partners to become better educated about additional technologies offered by your company, the CEZ offers a competitive, incentivized tournament. It's a series of tests, scored electronically, based on courses posted weekly on the CEZ.

These events draw from a pool of people with similar skill sets and job responsibilities, providing an opportunity to discover their rank among peers. Awards are issued to first-place competitors. The competitor accumulating the highest score over the duration of the whole event becomes the Grand Champion. Winners select prizes from Amazon.com by submitting an electronic gift certificate we provide.

This program has created a huge increase in the average usage among business partners who registered for the events.



## Business Partner Recruitment

Companies count on their channel partnerships to maximize profits, increase market penetration and enhance customer satisfaction. Recruiting the right business partners is the key to developing or expanding your channel programs.

With over ten years of business partner recruitment experience, Computer Generated Solutions (CGS) developed, implemented and managed recruitment programs seamlessly for some of the world's largest IT vendors

CGS has introduced the most comprehensive, innovative and cost effective business partner Recruitment Program in the IT industry. The REDS model (Recruit, Educate, Develop and Support), in conjunction with CGS's Channel Enablement Zone Program, provides a complete solution for vendors to recruit and quickly enable business partners to go-to-market.

### RECRUITMENT

#### BUSINESS PARTNER RECRUITMENT READINESS

The criteria for identifying, qualifying and recruiting business partners that align to your specific channel development initiatives cannot be overstated. CGS will work with you to clarify your recruitment goals and rank the desired competencies and business models you are seeking in potential new business partners. Specifically, CGS's actions include:

- Understanding your specific recruitment goals and criteria for success
- Highlighting your compelling business partner program benefits, product positioning and messaging
- Translating your business partner program benefits into a telemarketing script and outbound email messaging
- Acquiring business partner prospect lists and sorting business partner prospects that align to your specific recruitment objectives
- Training the CGS business partner recruitment telemarketing sales team about your business partner programs and objectives
- Vetting your standard business partner application document used in the course of normal recruitment campaigns. If you do not have an updated business partner application document, we will quickly develop a custom document for you.
- Acquiring collateral to market your business partner program and products for mailings to qualified business partner candidates
- Establishing metrics and reports for benchmarking the recruitment campaign performance

#### BUSINESS PARTNER PROFILE INFORMATION

A key element in the success of a business partner recruitment campaign is ensuring accuracy in a prospects' profile data. CGS will obtain the following information to ensure the business partner is a qualified recruitment candidate according to your criteria.

## RECRUITMENT, CONTINUED

Upon the initial telephone contact with a business partner prospect, we'll obtain the:

- Size of company – gross revenue
- Year established
- Top markets and industries served
- Description of offerings sold - primary and secondary sources of revenue
- Number of sales and technical personnel
- Types of certifications
- Number of customers
- Geographic coverage and locations of facilities
- Current business partner agreements with other vendors
- Top three competitors

### BUSINESS PARTNER MAPPING AND PROFILING

CGS compiles reports about your new business partners sorted by solution type, market focus, your product categories, geographic coverage, etc. This critical data will assist you in determining business partner geographic coverage gaps, planning market specific or product specific business partner sales seminars, your sales coverage requirements for new business partners, etc.

### BUSINESS PARTNER CONTRACTS AND ADMINISTRATION

CGS is experienced at managing and coordinating the administrative needs of your business partner recruitment campaigns. It's been our experience there are several considerations to the contract process including conditional elements, e.g., where prospective business partners request special terms and conditions. CGS is able to manage any requirements you may have in contracts administration.

### REDS MODEL: POST-RECRUITMENT ACTIVITIES

Here are highlights of the Educate, Develop, and Support elements in the REDS Model.

## EDUCATE

Your business partners enrolled in the Channel Enablement Zone (CEZ) define which specific products they will be selling in conjunction with their solutions. The CEZ model will then guide your new business partners to information in online tabs for sales and technical training programs, tools, related materials and resources specific only to the list of products that they have interest in selling and supporting.

Because the listings are very specific, only the courses, tools and resources that apply to your new business partner's interests will be listed in one place—a tremendous time-savings.

Subsequent to enrollment in the CEZ, CGS assigns a Project Resource Manager to each of your business partners. The Project Resource Manager maintains contact with your business partners to enhance their utility of the CEZ and provide direction when questions or special requirements arise.

## DEVELOP

The development phase for new business partners is one of the categories that most vendors strive to improve. Allocating the appropriate time, resources and budget to recruit new business partners, then training new business partners to quickly, efficiently and cost effectively go-to-market with your products is the highest priority toward achieving your revenue and market penetration objectives.



From other managed services programs we've surveyed, a majority of business partners indicated that after joining a vendor's business partner program, they discovered a difficult working environment with insufficient support in many categories including sales and technical enablement.

To gain the confidence and satisfaction of your new business partners, there are Sales Enablement and Technical Enablement Tabs within the CEZ that quickly resolve these inadequacies. Online access offers an easy-to-use means for your business partners to quickly develop their ability to go-to-market with your products—and eliminate partner frustration and dissatisfaction.

Here is a sampling of the Development tools available to your new business partners. This material will be customized to include information about your products and services and easily be modified downstream by your business partners to include their solutions.

### SAMPLE SALES DEVELOPMENT CATEGORIES

- Developing Value Propositions
- Developing Sales Plans
- Sales Guides
- Executive Presentations



- Client Presentations
- Overview of the Solution
- Understanding the Client
- Sales Questions and Answers
- Sample Sales Case Files
- Sales Sweet Spots
- ROI Calculator
- Sample Proposals
- Case Studies & Presentations
- How-To Marketing
- Demand Generation Campaign Designer
- Collateral and logos
- Sales Services Kit and other categories you would like to make available.

### SAMPLE TECHNICAL DEVELOPMENT CATEGORIES

The CEZ also provides relevant development tools and resources for your business partners' technical staff.

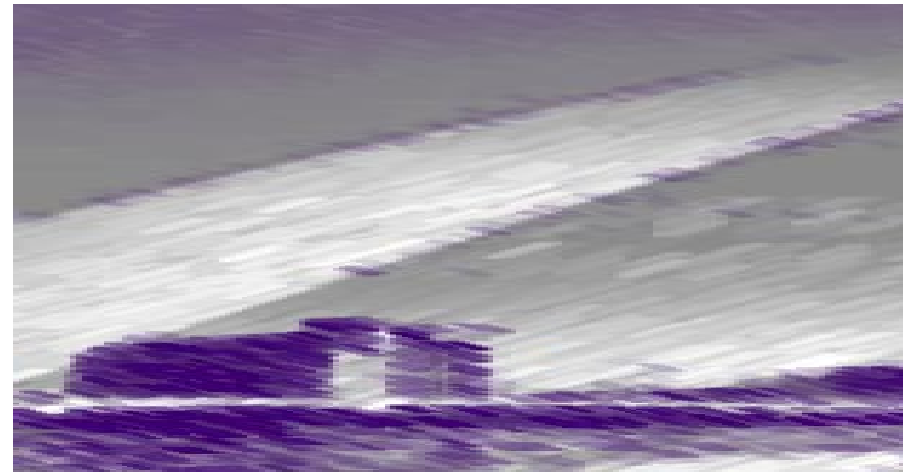
- Tips Tricks and Traps
- How Do I?
- Case Files
- Porting Zone
- Product Downloads
- FAQs
- Roadmaps and Certification
- Latest Documentation
- Technical Presentations
- Relevant Links
- and other categories you would like to make available.

### SUPPORT

Supporting your business partners is critical to establishing and maintaining long-term mutually beneficial partnerships.

The CEZ provides a wide range of cost effective support options to your business partners.

In addition to a complete Help Desk option staffed with subject matter experts familiar with your products, the CEZ incorporates Online Chat Facilities and Discussion Forums. Further, each business partner is provided with access to a Project Resource Manager available to take their calls directly.





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