

# Partner Engagement Model and Training Content Development

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## Correcting a Bit of Vision Impairment

A mid-size US technology company with 13 million USD in revenue and a focus on project management and risk control decided to expand into a new field of vision realization.

The company organized a team composed of senior and/or executive level professionals to conduct market research and assess market demand. Once market demand was confirmed and a market segmentation approach was defined, the team began product development.

While the team members were able to draw upon their strategic planning and implementation skills to develop a complete product framework supported by software, they wanted assistance building a business model to provide services to potential clients.

## Set Our Sights on a New Business Model

A mid-size US technology company with 13 million USD in revenue and a focus on project portion of this new opportunity including:

- Defining a new services business model supporting product sales and software
- Cooperatively building a partner engagement model attractive enough to develop a mutually profitable consultant community around the new solution provided
- Building an accreditation course to educate the pre-identified partners on the new business' philosophy and operating principles in addition to the new product framework, software, and services
- Delivering initial (Train-the-Trainer) training sessions

## Things Were Looking Up in No Time

In four months' time, working closely with the internal team members and the Director of Strategy, SESIL PIR Consulting delivered the following:

- Definition of a new services business model, identifying interface between client and company
- Definition of a partner engagement model, including:
  - Identifying interface between partners and company
  - Job descriptions for different levels of partnership
- Development of a half day partner training (primer) program
- Initial delivery of the partner training (primer) program

## Eying Future Opportunities

In assisting with above, SESIL PIR Consulting has been extended in contract to further assist the company with the development of a three-day partner certification program next.

## Contact Us

For project management of business development activities and/or to develop learning curriculums for your employees or customers, please contact us at [sesilpir.com](http://sesilpir.com).