

Partner Engagement Model and Training Content Development

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.