

▲ | LEARNING OUTCOMES - EFS CHANNEL

MODULE	PROGRAM OBJECTIVE	LEARNING OUTCOME
Performance	To understand the metrics companies use to measure business performance and how they impact buying behavior.	Awareness that business performance drives executive buying behavior.
Due Diligence	To understand the types of public and private partner information available and the sources for finding it.	Ability to obtain and interpret partner information and identify areas where your solutions will offer the strongest impact.
Value Chain	Understanding how you sell and promote your company's value to the channel.	Aligning your values and programs to your specific channel's business needs.
Financial Analysis	To understand how to analyze a company's financial statements to prepare for an executive conversation.	Ability to translate corporate financial data into business insight that identifies sales opportunities.
Selling to Channel Executives	To understand how to ask questions during an executive conversation to establish equal business stature and shape value propositions.	Ability to engage in an informative executive dialogue to demonstrate credibility, obtain information and gain sponsorship.
Business Strategies	To understand the impact a channel partner's market share and growth rate have on buying behavior.	Appreciation of a channel's business condition, its impact on the sales cycle and how to prioritize opportunities accordingly.
Portfolio Management	To understand how to develop an optimal channel portfolio.	Gaining the ability to objectively rank and rate your current as well as new channel partners.
Portfolio Priorities	To develop an objective method for evaluating the correct investment strategy for each of your accounts.	To be able to understand the business value you bring to each partner and the results you should expect from them.
Executive Presentation	To understand how to link your solutions to measurable business impact from an executive's perspective.	Confidence to present executive proposals that credibly demonstrate an understanding of your partner's business.



Corporate Headquarters
1421 34th Avenue, Suite 300
Seattle, Washington 98122

Executive Conversation has offices throughout the United States and in London, Munich, and Singapore. Visit conversation.com for office locations.

For more information:
Tel: +01.206.325.1015
info@conversation.com