EXECUTIVE CONVERSATION

KNOW PARTNER PROGRAM

KNOW IT NOW

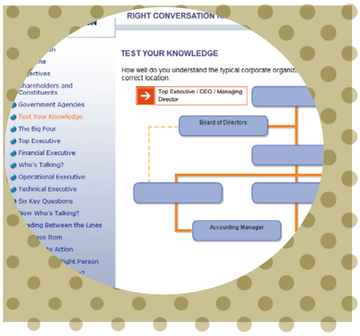
Delivering Results. Together.

Winner of Bersin & Associates's Vendor Innovation in Learning Award

B& 2010 Learning LEADERS

IMPROVE YOUR BUSINESS PERFORMANCE

Enhance your company's expertise, opportunities and value-add by reselling award winning Know it Now online sales training.



DRIVE INCREMENTAL REVENUE

Package Know it Now components with your current solutions to deliver greater impact and revenue without incurring additional administrative costs.

EXTEND YOUR CAPABILITIES

Position the curriculum's focus on Executive Selling and Business Acumen skills to sustain and broaden relationships.

CREATE CONSULTING OPPORTUNITIES

The Know it Now framework was designed with specific application checkpoints for you to help learners employ their new skills.

CATCH THE ONLINE LEARNING MOMENTUM

Accelerate your time to opportunity in the fast growing online learning market by selling an award winning curriculum.

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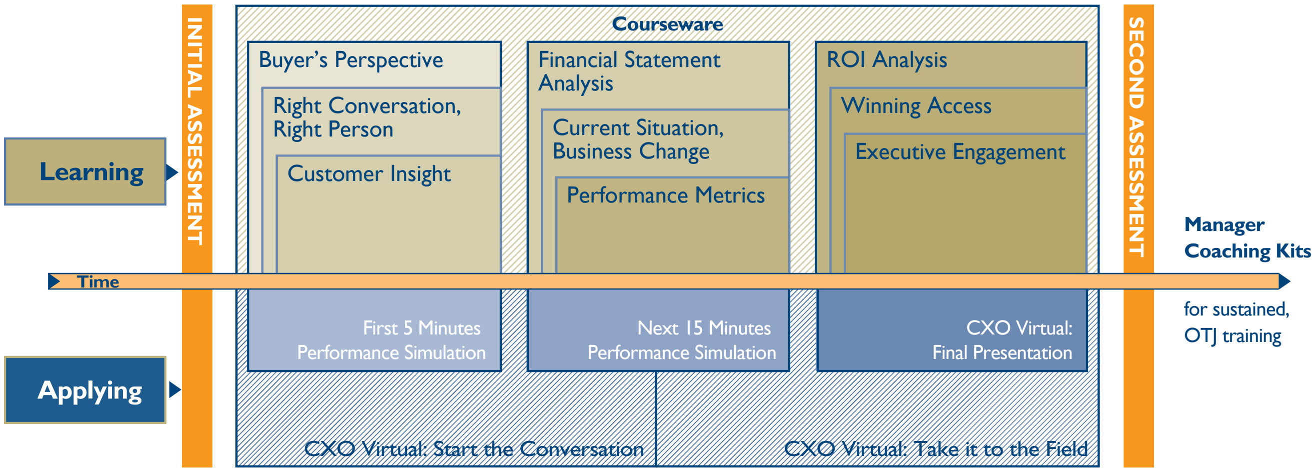
Online Learning Framework for Developing Executive Selling Skills

Integrating a continuum of learning, skills application and corresponding effectiveness measurement, the framework's modular design enables clients to match learning plans to the roles and responsibilities within their organization.



Learning Outcomes and Objectives by Component

Each of the framework's components were designed to work together Learn > Apply > Measure architecture.

LEARNING

Courseware	Learning outcomes include the ability to:
Buyer's Perspective	understand the customer issues driving investment in your solutions.
Right Conversation, Right Person	appropriately position solution value at various levels within a customer.
Customer Insight	obtain and interpret account information to identify selling opportunities.
Financial Statement Analysis	translate customer financial performance into business insight.
Current Situation and Business Change	convey the positive 'before and after' picture of how customers will operate differently after investing.
Performance Metrics	quantify solution value using metrics meaningful to the customer.
ROI Analysis	model and credibly present Return on Investment scenarios.
Winning Access	create business curiosity to secure time with target customer executives.
Executive Engagement	credibly engage executives and establish equal business stature.

APPLYING

Simulations and CXO Virtual	New skills are applied through:
First 5 Minutes Performance Simulation	effectively utilizing the critical first 5 minutes of an engagement with the goal of earning additional time with an executive.
Next 15 Minutes Performance Simulation	creating customer business alignment with the goal to secure executive sponsorship to mutually justify investment.
CXO Virtual: Final Presentation	a 90 minute live, online, executive-led interaction that challenges team members to effectively engage and win access to customer executives.
CXO Virtual: Start the Conversation	a 2 hour live, online, executive-led interaction where team members are tasked to apply skills to real accounts and are readied for the balance of their learning plan.
CXO Virtual: Take it to the Field	a 2 hour live, executive-led interaction that synthesizes the full learning experience and concludes with a structured application plan.

MEASUREMENT

Fluency Assessments	Measuring skills development with:
Initial Fluency Assessment	initial assessment results that are used to recommend a curriculum and establish benchmarks for tracking progress.
Second Fluency Assessment	second assessment results captured at the conclusion of the learning plan and evaluated relative to initial assessment scores.

KEY COMPONENTS OF THE KNOW LEARNING FRAMEWORK:

KNOW IT NOW

Fluency Assessments

Serving the dual purpose of providing design input for tailoring learning plans and tracking subsequent learning progress, Know it Now includes 5 versions of our proprietary Fluency Assessment. The Assessment evaluates individual and collective proficiency in articulating and selling a solution's power to transform customer performance. Versions are segmented by audience, for example selling to businesses vs. selling to government agencies; as well as region, for example audiences located in the Americas vs. Europe. Each version evaluates the 5 chief competencies for selling a solution's business value; 1) Business Knowledge, 2) Customer Insight, 3) Financial Acumen, 4) Return on Investment; and 5) Executive Engagement.

Courseware

Know it Now's modular collection of approximately 20 hours of self-paced courseware may be used standalone, blended with instructor-led training or blended to complement other client training initiatives. Adhering to a 'learn by doing' instructional philosophy, course content was designed to immerse learners within environments to solve challenges. Courses further incorporate quick, post-learning tools and reference material to support on the job application. Completion of a short quiz at the end of each course is required to advance to the next step in the curriculum. Courses were nimbly architected for configuring customer customization requirements, customer-specific messaging and integration of rich media.

Performance Simulations

Whereas Know it Now courseware provides the 'learning', Know it Now performance simulations integrate as one of the 'doing' components. Each simulation is mapped to specific groups of courses. Immersing learners in a 3D selling environment, learners control role-specific avatars as they navigate through a series of branching decisions that model stages of the sales process. Should learners head in a suboptimal direction, constructive prompts are triggered that assist learners return on track and enrich the learning experience.

Manager Coaching Kits

This second application component, manager coaching kits, provide a structured, time-effective means for managers to continue team development. Organized by where in the selling process a manager wants to focus, kits provide step by step guidance for time-strapped managers to build upon strategies learned in Know it Now courseware. Wholly web-based, all of the kits enable both managers and team members to complete activities, store/submit/view work product, communicate, etc. when and where it's convenient for them. Designed for today's mobile sales organization, kits flexibly accommodate 1) use in group settings, such as team meetings, 2) use one-on-one, for more in-depth application; and 3) distance independent use for teams distributed across locations.

Management Reporting

Secure, online usage reporting is available 24 x 7 for appropriate client management. Clients may generate on-demand reporting by individual, group, or other meaningful audience segment to track team progress, view which individuals have completed specific components and compare results between groups. Should clients choose to host the SCORM-compliant components in-house on their own learning management system (LMS), reporting would be generated by the LMS they use.

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KNOW IT NOW PARTNER RESOURCES

To enable you to smartly go-to-market with minimal impact to your existing business, the Program integrates a suite of sales tools, joint marketing and partner support. These resources are conveniently available in the Know it Now Partner Portal, a one-stop web site specifically designed to help you position, market and sell Know it Now learning.

Sales Tools

To accelerate revenue throughout the sales cycle and across customer segments, we provide an array of helpful selling resources.

Key sales tools include:

- Product Demos
- Trial Licenses
- Case Studies
- Datasheets
- Presentations
- Proposal Templates

Marketing Resources

To successfully promote and position our products – whether online, in print, or through email – we provide ready-made marketing tools to create activity.

Key marketing tools include:

- E-mailers
- Complimentary Executive-led Webinars
- Newsletter Content
- Advertisement Copy
- Product Images and Logos
- Awards and Industry Recognition

Partner Support

To ensure customer satisfaction, regardless of where you stand in the sales process, we're committed to providing the highest level of pre- and post-sales support.

Key support resources include:

- Inside Sales Support
- Usage and Compliance Reporting
- Technical Support
- Partner Communications
- Consulting Checkpoint Materials

HELP US HELP YOU

Take the first step, call us today 01.206.219.1450

KNOW
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FREQUENTLY ASKED QUESTIONS

Q: What program requirements are there for Partners?

A: There are two primary requirements; 1) individual sellers must complete Know it Now Sales Professional certification; and 2) Partners must achieve annual sales volume agreements.

Q: What will it take from an effort and financial standpoint to ready my organization to sell Know it Now solutions?

A: While we require no financial commitment up front, experience has shown that partners able to practice what we preach - credibly articulate business justification for investing – are most successful. As such, we require a time commitment of approximately 15-20 hours to complete our online, leader-led certification process.

Q: What common customer initiatives tie to Know it Now solutions?

A: The ability of sellers to financially justify investment in their solutions has never been more critical than it is today. Know it Now directly enables and effectively complements any number of business initiatives including value selling accessing and selling to executives, financial acumen and developing manager coaches.

Q: How do you assign partner territories?

A: To facilitate win-win global coverage that best aligns with customer organizations, we work with an account-specific coverage model versus assigning territories.

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