

### An Exclusive Channel Development Program for Microsoft ISVs

- A practical step-by-step roadmap for expansion with take-away templates
- Designed so that you can assign ONE person to recruit and manage your channel
- A comprehensive workshop with guided break-out sessions

### Get revenues from new markets in 2010

We'll show you how. Then you can manage the program yourself.

Or we'll manage it for you. Either way, you'll have a head start on your international and domestic expansion strategy.

Just give us one day and we'll take you through our channel development framework, focusing first on your market-entry and sales channel strategies. Then, drawing on our extensive worldwide and regional experience, we'll help you draw up a practical, workable channel program for your business.

- **We make it simple:** Use our step-by-step templates to execute your channel development strategy.
- **We make it personal:** Receive specialized guidance from channel development experts who know your target market and have done it before.
- **We do the legwork:** Get the essential documentation to co-ordinate your strategy.
- **We take you as far as you want to go:** Manage the program yourself or take advantage of our extensive channel management experience.

*A workshop approach with participants from a maximum of ten companies, and support from Microsoft, makes this an affordable program affordable for Microsoft ISVs.*

### Don't go unprepared into the unknown

Ride with a guide. Bring a map. That's where we can help. To build, successfully manage and generate reliable sales revenue from an indirect channel is a specialist task. The wrong partners or a poorly managed channel:

- Costs money and wastes resources
- Damages your reputation in the market
- Alienates customers and prospects
- Does not generate profitable sales

The York Group ([www.theyorkgroup.com](http://www.theyorkgroup.com)) has been growing sales channels for software and other technology companies since 1993. With more than 30 marketing offices in 26 countries specializing in sales development, The York Group understands how to build (or repair) sales channels for profitable revenues.

### Event Details

This is an interactive program designed to be delivered to a **maximum of ten companies**. Each company can send two attendees and will receive a complete set of documentation and a plan framework ready for completion and implementation.

### Location, Dates and Times:

**March 16, 2010 8:30-5:30**

**Microsoft  
Bravern 2 – Larch conference room  
11025 NE 8th St  
Bellevue, WA, 98004**

### Price:

**Microsoft has negotiated a special price of \$2,995 for its ISVs.** Travel to the workshop site and accommodation is the responsibility of the participants.

### Register: On-line at

[www.theyorkgroup.com/workshops.html](http://www.theyorkgroup.com/workshops.html), or:

Register by email to: [okonsmo@theyorkgroup.com](mailto:okonsmo@theyorkgroup.com)

Or by telephone +1-520- 977-5334

**Note:** Your registration will be complete when you have received an e-mail confirmation from The York Group.

## What other Microsoft ISVs have to say:

*"I recently attended the channel building workshop hosted by The York Group. With our initiative to build a reseller channel already well developed I found this workshop invaluable. The opportunity to organize our channel building process around the findings of the York Group advances our efforts significantly because we have shared common experiences. With a framework that is coherent, we can proceed more purposefully through the relationship building phase of channel development. The benefit is time saved in the recruitment of lasting partners and a sense of control in the process."* **David Dorer (Managing General Partner), Silver Bullet Technologies, LLC - USA**

*"If you are contemplating developing your channels to represent and/or implement your software and services, you owe it to yourself to participate in The York Group's Channel Development Workshop. Not only will you gain valuable information on the best practices to employ to craft your strategy and your action plan, you'll gain confirmation as to whether or not you're on the right path with your current initiatives."* **Louis Lalonde, CEO, Q4bis - USA**

*"The York Group workshop was well organized, and provided exactly the insights I was looking for. They covered all the issues one should be aware about while building and managing partners. For the experienced audience, this was very efficient, as the workshop materials provided excellent source of in-depth information we can read after the workshop. The information was well presented by experienced professional who added many personal examples in order to make the messages clear. To sum it up - interesting, efficient, organized - very well done."* **Gal Horvitz, CEO, PNMsoft - Israel**

*"Currently we only sell direct, and I attended the workshop put on by The York Group to learn what it takes to build and support an indirect channel. The workshop gave me everything our company would need to develop a channel, and if we ultimately decide to go this route it will allow us to avoid making mistakes that cost both time and money. I would recommend this program, and The York Group, to any company that wants to pursue an indirect channel."* **David Pilz, CEO, Axentia – Canada**

*"The channel workshop was extremely useful in providing a complete methodology and set of tools for channel development - doing things in a structured and organized way is as important as doing the right things."* **Laura Espinosa, EMEA Partner Manager, Global 360 - USA**

*"Down to earth, pragmatic step-by-step approach for developing in an intelligent way your software distribution channel. The York Group speaks from experience with a very good understanding of local habits. This is not a theoretical workshop, but one given by professionals which have done it. An excellent workshop, with decent tools. To be recommended not only for new starters in channel development, but also for more experienced professionals highlighting the holes in your own processes."* **Jean de Crane, CEO, Captor - Belgium**