

Два дня, которые принесут Два года эффективности

Чтобы увеличить ваши продажи через партнеров, нужно: привлечь новых партнеров, поднять продажи существующих или и то, и другое. Как это сделать правильно?

На этом двухдневном, живом семинаре для топ-менеджеров вы найдете ответы на вопрос «Как?» и получите пошаговую стратегию, которой успешно пользуются сотни ISV, таких как вы.

Многие ISV годами создают и оптимизируют свою стратегию работы с партнерским каналом, но так и не приходят к правильному решению. В течение этих двух дней вы получите знания и инструменты, нужные вам для воплощения результативной, успешной партнерской программы, включая:

- Пошаговый алгоритм для реализации стратегии построения канала, включая шаблоны создания стратегии.
- Личные консультации от экспертов с более чем 20-летним опытом в выстраивании и управлении каналом.
- Сессии по анализу и разбору конкретно вашей стратегии.
- Набор необходимых документов и шаблонов.
- 175-страничное руководство по партнерским программам.

Внимание: Эффект от этой интерактивной программы достигается при **ограниченном количестве участников**.

Отзывы

Matt Clarke, the CEO of Expanz, участник этого семинара в Мельбурне:

“The outcome of the channel workshop Harald and his expert team at York Group provide is a complete playbook for channel development including prebuilt templates which can be customized to suit your business. Don't spend 2 years learning the hard way. Spend 2 days with York Group and ensure your channel is optimized.”

Сделайте это с нами

С 1993 года мы успешно помогаем ISV выстраивать каналы и увеличивать доход от партнеров по всему миру. Компания The York Group (www.TheYorkGroup.com) плотно работает с Microsoft, разрабатывая партнерские программы, контент для них и предоставляет услуги, которые помогают ISV добиваться выгодного сотрудничества с новыми партнерами, получая больший доход от существующих. В ходе семинара мы познакомим вас с полным набором шагов к росту ваших доходов, получаемых от партнерского канала. Предполагаете ли вы работать в России или создавать канал за ее пределами, мы дадим вам соответствующие успешно работающие инструменты.

Гарантия

Сотни компаний уже участвовали в подобных мероприятиях, проводимых The York Group. В 100% случаев мы получили положительные отзывы, часть из которых – на следующей странице. Однако, чтобы обеспечить максимум ценности и предоставить вам возможность эффективного инвестирования в данное мероприятие, мы даем гарантию возврата денег: **Если вы не получили пользы и не удовлетворены, мы вернем вам деньги.**

Цена:

Первый участник от вашей компании \$2,995
Дополнительный участник \$1,495

Место и Время:

3-4 Ноября, 2011

Москва, Офис Microsoft
Ул. Крылатская, 17, корпус 1
Время: 10:00-18:00

Регистрация: On-line

www.theyorkgroup.com/workshops.html

By e-mail to: dzapirkin@theyorkgroup.com

Что говорят наши участники, Microsoft ISV:

Niels Hvidfeldt, General Manager, Sitrion Systems – USA

“Thanks for an insightful and thought-provoking workshop. Your practical and actionable best practices are obviously the result of many years of hands-on experience; very credible. Applying this process will help grow our business by orders of magnitude.”

Shirley Clawson (CEO) Windward Reports – USA

“Thank you for a phenomenal workshop – it was the best I’ve attended in years. You provided us with an amazing amount of valuable information and I’m really thankful for your insights into related (and sometimes not-so-related) topics as well. I’m very excited to get started and appreciate your generosity in sharing the program & procedures you’ve obviously spent years developing.”

Louis Lalonde (CEO) Q4bis - 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.”

Laura Espinosa (EMEA Partner Manager), Global 360 - USA

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.

Michael Barrow (VP of Sales) Cyence - Canada

The two-day Channel Workshop provided a lot of benefit. The York Group takes a very professional and high quality approach. In addition, the operational activities of The York Group in the area of international partner recruitment is an added advantage. As only too many ISVs know, this is a complex area where experience, of which The York Group has plenty, makes all the difference.

David Pilz (CEO) Axentia - Canada

“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.”

Gal Horvitz (CEO) PNMsoft - Israel

“The York Group workshop was well organized, and provided exactly the insights I was looking for. In just 2 days, 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.”

Jean de Crane (CEO) Captor - Belgium

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 who have done it. An excellent workshop, with outstanding 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.

David Dorer (Managing General Partner) Silver Bullet Technologies, LLC - USA

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.

Sébastien Valoggia (CEO) L4-Logistics - France

This Channel Workshop is the perfect opportunity to review the issues, processes and action plans that need to be implemented to successfully build an indirect sales strategy, that while risky, is full of potential. The pragmatic, operational approach and the many real life examples provided by The York Group are remarkable for this type of seminar.

Gianmaria Odello (Sales & Marketing Director) Blue Fox Porini Srl - Italy

Our objectives in attending the workshop were to learn something about channel development we didn't already know; to develop a more structured process; and to get documentation and reference material that can be customized to our specific requirements. The workshop met all of our expectations, and I am planning to have some of my Regional Channel Managers attend future sessions.

Theo Doelman (VP Marketing & Sales) Pebblestone Fashion - Netherlands

"Three top executives of Pebblestone have attended the two day workshop on Partner Channel Management by the York Group on November 16th and 17th, 2006. We all have experienced it as very informative and useful. We look forward to using what we have learned in practice and in continuing working with the York Group."

Alain Miguères (Senior Vice President) TRIVIUMSOFT – France

"The York Group workshop was a great moment of clarification, on what it really means, and requires, to develop direct and indirect channels at the international level. They provide a real template, necessary for success; had we had those tools when we first arrived on the US market, we would have saved time and money, and avoided a few mistakes. Cherry on the pie, you get to meet some very interesting people. Well worth the time and money."