

CSG TARGETED CHANNEL TRAINING AND CERTIFICATIONS

Channel Services Group (CSG), the leader in channel partner marketing and sales solutions, delivers innovative indirect channel sales strategies for technology based companies. CSG's highly agile OPENLINE services and BLUEROADS SaaS software suite empowers enterprises and their indirect selling partners to gain channel efficiency, performance and predictability that directly results in increased sales revenue.



Drive Incremental Revenue through Targeted Channel Training and Certification

Channel Services Group (CSG) and Knowledge Anywhere have partnered to launch innovative and integrated solutions to help technology vendors accelerate partner adoption and increase sales through successful certification and training programs. The integrated solutions increase a partner's ability to win lucrative deals, increase broad cross-sell opportunities and boost their status with vendors by producing more revenue. Also, CSG's expert Business Development Managers (BDMs) accelerate the adoption of your training programs so partners can capture additional revenues more quickly. By integrating two companies' established best practices, partners experience greater sales success and vendors see higher returns from their channel programs.

Drive Revenue through Training and Certifications

Engaging partners to drive channel success can be difficult for many vendors. Partners often lack the motivation or skill-set to effectively market and sell a vendor's products. To inspire more productive partners and increase your channel effectiveness, we begin by assessing your partner's needs and matching them to beneficial resources provided by your organization. Our teams ensure your partners have the necessary infrastructure to complete the training necessary to enable them to expand their product portfolio. We walk partners through the navigation paths required to fully take advantage of training, testing, telephone sales, advisory services, virtualization, marketplace prioritization, software instruction and so much more.

Confirmed Business Case

Project managers and channel strategists continually test, analyze and update the program to solidify your business case throughout your channel programs. This program produces clear benefits for vendors, such as: creating inspired and educated partners, allowing partners to easily capture market mindshare and ensures partners possess the knowledge necessary to sell new products and ultimately increase revenue. Combining CSG's BDMs direct interaction with partners and the technical framework provided by Knowledge Anywhere allows vendors to easily create interactive courses and attain bottom line ROI quickly.

BENEFITS

- Customized eLearning accessible online, via mobile devices or as embedded systems
- Employees can interact with solutions at their skill level, on their schedule, at their pace
- Leverage knowledge assets
- Save training costs
- Give sales teams more time to sell
- Create consistent messages
- We craft engaging content
- We support your unique process
- Flexible online reports
- Data to drive business strategy with success metrics
- Deliver content within 6-8 Weeks

Contact us today to learn more
888-763-7079 or
sales@cschannels.com

