

# Knowledge K09 - Authorised training partner management

## Course Summary

Expanding sales and delivery capability through qualified third parties

## Introduction

By establishing a training partner network, a vendor can control, monitor and expand sales and delivery coverage in a consistent and effective manner without having to commit to large investments in staff and resources.

This module looks at the advantages and considerations regarding the establishment of a partner network, including the different partner types such as distributors, resellers and training partners. It also outlines the decisions that have to be made regarding the type of business relationship required, contractual needs, how revenue will be recognised, quality control, territory management and how partners will be rewarded.

## Topics

- Why use authorised training partners?
- Authorised training partner types
- Sales versus delivery partnerships (or both)
- Revenue and reward
- Territory management (exclusive versus non-exclusive)
- Customer ownership dilemma
- Quality management
- Contractual requirements

## Prerequisites

Foundation Series