Channel Enablement Programs
driving sales growth

Needs Addressed

The IT Channel needs to position correct solutions that accurately address customer's desired business outcomes.

To drive sales growth through the channel it is important to thoroughly engage a wide audience. You need to show why your solutions help them achieve their success whilst developing their skills and knowledge.

At the heart of enablement program success is the ability to apply these skills straight away.

Atrium Deliverables

Our programs include:

- **Messaging**: clearly and easily understood, reflecting the market needs addressed.
- **Workshop development**: interactive and engaging, with hands-on exercises and activities.
- **Marketing and promotion**: internal and external marketing and promotional materials.
- **Expert delivery**: leading the way in terms of impact, engagement and satisfaction scores.
- **Learning portal**: providing additional engagement and access to materials beyond the event.
- **Program management**: working with all stakeholders, the PM provides regular progress updates and full project reporting keeping everything on-track.

Typical Engagement

Channel enablement programs to support the growth plans for BU's at a local, Geo or World-Wide level.

Examples of our engagements include both category and market segment focussed programs. Sales and technical workshops are created to focus on sub-categories as well as a range of foundation, vertical and in-depth events which enable partners to build a plan for their own growth and development.

Each series is tailored for local needs and promotions – and delivered in local language for maximum impact and engagement.

These have resulted in thousands of individual channel partners being trained with sample results showing significant sales growth for those who attended vs those who did not.

> Atrium provides the full end-to-end package and their expertise make them very easy to work with
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> Our partners ask for all training to now be delivered this way
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> These programs have become central to our Channel Enablement strategy

Atrium
Consulting