

FIND, BUILD & RUN PRODUCTIVE CHANNELS & PARTNERS THAT CREATE *REVENUE*, NOT HEADACHES

See the opportunity from **THEIR SIDE OF THE TABLE ...**
... then deliver tools & insights to **SELL AS WELL AS YOU**

BUSINESS DEVELOPMENT PROGRAMME

Fearless Channels™

This intense 1 or 2 day programme eliminates all the assumptions, guesses and mistakes that plague so many channel and partner relationships. Based on the well-proven **Turning Selling into Buying™** process, you'll take away insights and techniques that will make your channel truly come alive!

WORKSHOP OUTCOMES

Buyer TakeAways from What You Offer

- What **time** improvements does it deliver?
- How will it affect **income** or **expense**?
- Is **risk** reduced or made more visible?
- What status, joy or stress reduction?
- 'Look back' Analysis of entire channel

The Partner Portfolio

- What will a partner take away from selling?
- Why sell yours rather than a competitor's?
- Customer engagement skills they need
- Buying Process support material
- Financial drivers and frameworks


Other Channel & Partner Options available

- *Train your Channel Trainer* – self-contained
- *We Train your Channel* - joint engagement

Fearless Channels™ is part of a series of one day (add-on) or two day (stand-alone) workshops:

- Fearless Proposals™
- Fearless Presenting™
- Fearless Negotiating™
- Fearless Networking™

Go to www.turningsellingintobuying.com to learn more about this simple, but amazingly effective way to get the results you deserve!

Pick up tips before you even arrive on the course by following [@sellingtobuying](https://twitter.com/sellingtobuying) 

OVERVIEW

For over 10 years, **Turning Selling into Buying™** (TSB) has been used to improve the results of individuals & teams, of start-ups & established businesses, in retail & wholesale, in high-tech & no tech. TSB integrates an effective, *sustainable*, ethical 21st century approach into the way you run your business and your life.

Fearless Channels is based on the TSB approach and delivers answers to the hardest questions:

- What motivates anyone to buy from my partner?
- What value do they add – if any?
- Why do they keep asking me for sales support?
- What's causing so many price reductions?
- Where is the follow-on business after a first sale?
- Do I need to change my offering for the channel?
- Why is their forecasting so bad?
- My offering needs a stronger Return on Investment

TYPES OF FEARLESS CHANNEL WORKSHOP:

One Day 'Add On' to Fearless Selling® or APEX™:

- adds 'the Channel View' to your TSB skill set
- facilitates a full Partner Portfolio of skills and data

Two Day 'Stand Alone' Certification Workshop

- delivers all the above for use the next day
- plus new skills to run *the analysis yourself* - for different offering and buyer combinations

WHO SHOULD ATTEND

A Fearless Channels workshop is ideal for anyone determined to take advantage of the improved time to market, outreach and reduction in overhead that a really good channel can supply to:

- entrepreneurs and start-up teams
- channel and partner management
- sales & marketing leaders in any market
- product developers and account managers
- independent consultants of every kind

WORKSHOP FEES

SAR XXXX per participant

**FEARLESS CHANNELS™
WORKSHOP**

1/2 days – 7/14 hours
Online resources included
Email coaching follow-up for 90 days

For more details and application form, please contact:

DR ABDULLAH AL-JUFFALI CENTRE FOR EDUCATION & TRAINING

PHONE

P.O. Box , RIYADH, Kingdom of Saudi Arabia