

PRESS INFORMATION

International programme for new Channel Best Practice™ workshops

Delta International RTM, based in London and New York, the specialist consultancy that helps clients in the IT industry to implement Best Practice in their sales channels relationships to maximise revenues, is to hold a series of its highly successful Channel Best Practice™ workshops in London, Stuttgart, Singapore, New York and San Francisco.

Each two-day event is aimed at people who manage or work with channels and partners and wish to accelerate their existing channel sales performance or are planning to implement new or multi channel sales strategies.

The event provides an interesting and effective balance of formal presentations, allowing delegates to network with guest channel experts, collaborate with peers and to receive a comprehensive package of channel development templates and tools.

All aspects of Channel Best Practice including channel performance assessment, channel strategies and multi channel models (Ecosystems), territory planning and international coverage models, channel finances, partner recruitment, partner business planning, partner account management, channel marketing programmes and channel sales pipeline development will be covered.

Delta has been running a range of channel workshops since 1995 offering both open courses and customised events for global companies such as IBM, SAP, SunGard and Bentley as well as many growing software developers (ISVs). Based on this experience and having built and developed over 100 ISV multi channel Ecosystems worldwide, Delta has now packaged these into Channel Best Practice™.

Delta managing director, John Miller said: “With the impact of the credit crunch and on-going consolidation in the IT channels market Best Practice is now an essential for continued channel revenue growth. The feedback from delegates has supported this, for example, a delegate from SunGard said recently that it was the best workshop he had ever attended and another delegate from Bentley, even though he had been in channels for 20 years said: ‘the workshop gave a structured approach in a simple way that can be effectively applied’.”

Workshop dates are: London 8th and 9th October, New York 20th and 21st October, San Francisco 23rd and 24th October, Stuttgart 28th and 29th October and Singapore 4th and 5th November. Prices are £1250, €1600 and \$2500 and include delegate fees, Channel Best Practice Tool Kit™ and the Channel Network Dinner. More information can be found on the Delta web site www.deltartm.com/channelbestpractice

