



*Training Course:
Mastering the Skills of Sales Partnership
Management*

*12 - 16 April 2027
Madrid (Spain)*

Training Course: Mastering the Skills of Sales Partnership Management

Training Course code: SM234967 From: 12 - 16 April 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

In today's competitive business environment, organizations increasingly rely on strategic partnerships to expand market reach, enhance value propositions, and drive revenue growth. Effective sales partnership management requires strong relationship-building skills, strategic alignment, and performance-driven collaboration.

This program, designed by Global Horizon Training Center, equips participants with the knowledge and practical skills to establish, manage, and optimize sales partnerships, ensuring sustainable business success and mutual value creation.

Course Objectives

By the end of this program, participants will be able to:

- Understand the role of partnerships in sales growth
- Identify and evaluate potential partners
- Develop partnership strategies aligned with business goals
- Build and maintain strong partner relationships
- Manage partner performance and KPIs
- Negotiate and structure partnership agreements
- Resolve conflicts and strengthen collaboration
- Optimize partnership outcomes and revenue generation

Target Audience

This program is designed for:

- Sales and Business Development Professionals
- Account and Partnership Managers
- Marketing and Channel Managers
- Entrepreneurs and Business Owners
- Professionals managing alliances and partnerships
- Customer relationship and client success teams

Outline

Day 1: Fundamentals of Sales Partnership Management

- Overview of partnerships in sales
- Types of partnerships strategic, channel, distribution
- Partnership lifecycle
- Roles and responsibilities
- Key success factors

Day 2: Partner Identification and Strategy Development

- Identifying potential partners
- Evaluating partner capabilities and fit
- Developing partnership strategies
- Aligning goals and expectations
- Market expansion strategies

Day 3: Relationship Management and Communication

- Building trust and collaboration
- Communication strategies
- Managing partner relationships
- Stakeholder engagement
- Cultural considerations

Day 4: Negotiation and Performance Management

- Negotiation techniques and contract basics
- Structuring partnership agreements
- Performance measurement and KPIs
- Monitoring and reporting
- Conflict resolution strategies

Day 5: Optimization and Growth Strategies

- Enhancing partnership performance
- Scaling partnerships for growth
- Continuous improvement
- Case studies and real-world applications
- Action planning

Registration form on the Training Course: Mastering the Skills of Sales Partnership Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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