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## GROWING BIG WITH PARTNERS AND CHANNELS

*International Growth Acceleration Program*

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### OVERVIEW

Explore the potential of strategic partnerships and channels to help establish your regional presence and accelerate business results. This course is designed for professionals seeking to harness the power of collaborative ecosystems. Gain insights into the dynamics of effective partnerships, understand the different types of alliances in the high-tech sector, learn how to build robust partner programs, and master the main management processes required within indirect business environments.

### COURSE AGENDA

- Introduction: Setting the Stage
- Exploring the Partnerships Ecosystem
- Understanding the Role of the Partner Manager
- Implementing an Effective Partnerships Program
- Acquiring and Nurturing Partners and Channels
- Conflict Management in Partnerships
- Key Takeaways and Lessons Learned
- Program Conclusion and Recap

### WHAT TO EXPECT

- **Ecosystem Understanding:** gain insights into the diverse landscape of alliances, partnerships, and channels, understanding their roles in helping promote your business growth.
- **Partner Management Skills:** develop the skills necessary to navigate and lead partnerships successfully, focusing on the effective acquisition and development of partners.
- **Conflict Resolution:** learn how to manage conflicts within partnerships, ensuring collaborative efforts remain both productive and constructive.

### WHO SHOULD ATTEND

- Executives involved in partnerships and channel management
- Marketing and sales professionals interested in collaborative ecosystems
- Business leaders seeking to expand through indirect businesses

### DURATION, NUMBER OF PARTICIPANTS AND FORMAT

- Duration: 1-day
- Participants: up to 10 attendees
- Format: in-person or virtual

### FOR CUSTOMIZED TRAININGS AND MORE INFORMATION

- Phone and WhatsApp: +55 11 98685-3248
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