

# Your Go-to Partner Training Checklist



## ✓ Define your objectives.

Define the objectives of your partner training program clearly: Are you aiming to improve product knowledge, enhance sales techniques, strengthen customer service skills, or all of the above? Aligning training objectives with business goals helps ensure both relevance and effectiveness.

## ✓ Tailor training to specific segments.

Understand the diverse roles within your partner network, including sales representatives, distributors, technicians, and customer support teams. Tailor training materials to address the specific needs and responsibilities of each segment.

## ✓ Break down content into modules.

Design courses with a modular structure to allow for easy navigation and consumption. When each module focuses on a specific topic or skill, partners can progress at their own pace and revisit key concepts as needed.

## ✓ Provide sales and marketing support.

Offer partners easy access to sales playbooks, marketing collateral, and best practice guides to help them develop and execute winning strategies.

## ✓ Identify areas for improvement and iterate on training initiatives.

Offer additional training resources, coaching sessions, or one-on-one support to ensure partners have the knowledge and skills they need.

## ✓ Cultivate a culture of continuous learning and ongoing training.

Curate a library of training resources covering a wide range of topics to provide channel partners with access to up-to-date information and resources to support their professional growth and development.

## ✓ Provide an integrated, centralized platform.

Invest in a platform that integrates market development, reward programs, and educational resources to empower and incentivize channel partners.

## ✓ Create engaging, interactive content.

Consider offering video, multimedia formats, gamification elements, and real-world scenarios to train channel partners in marketing and sales techniques.

## ✓ Promote product knowledge.

Provide access to product guides, demos, and case studies that allow partners to confidently represent your brand and drive sales success.

## ✓ Monitor partners' training progress.

Implement analytics and reporting capabilities that monitor training engagement, completion rates, and performance outcomes.

## ✓ Evaluate partner performance.

Evaluate the performance of channel partners against key metrics such as sales volume, market share, customer satisfaction, and revenue growth.



Fielo draws on years of experience working with marketing and sales leaders in the manufacturing sector to get the most out of their channel partnerships. Our software helps sales and marketing teams manage, educate, and better equip their partners, and track their success along the way.

Interested in learning more? [Reach out to take a closer look at Fielo today.](#)