

# EVER ASK YOURSELF HOW TO EMPOWER YOUR PARTNERS IN EDUCATION?

## DID YOU KNOW YOU CAN HELP PARTNERS BECOME MORE EFFECTIVE SALES CHANNELS

Working with partners can be tough, especially if you're constantly renovating your products or services. Keeping them well-informed and up-to-date with your company's essential data can be exhausting.

Learn how to empower your partners and drive shared success by finding out more about our partners in education training programs and leveraging cutting-edge technology

### TAKE THIS GUIDE AS YOUR GO-TO FOR

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Take this guide as your go-to for:

- Costuming learning modules to boost your partner's product knowledge and drive more sales by learning new tactics.
- Tuning the effectiveness of training initiatives
- Identify how technology and tools can come in handy when supervising educational programs.

Ready to set your partner up for success?

**5+** Years Of Experience



## WHAT ARE PARTNERS IN EDUCATION

Partners in education are here to team up with MSP, resellers and vendors and give them the proper tools and necessary information to promote and sell your products and services in their markets. By focusing on education, partners can become effective sales channels, boosting deal closures and earnings for the company.

To be able to do so, partners need tailored training and materials to become experts on the products and services offered and engage customers confidently

## RECOGNIZING YOUR PARTNERS IN EDUCATION NEEDS



### KEEP COMMUNICATION OPEN:

Create a culture of openness that encourages partners to openly discuss any obstacles they encounter

Use a variety of communication methods to maintain connection with your partners.



### ASSESS KNOWLEDGE GAPS:

Create a detailed plan to systematically evaluate your partners' understanding of your products or services.

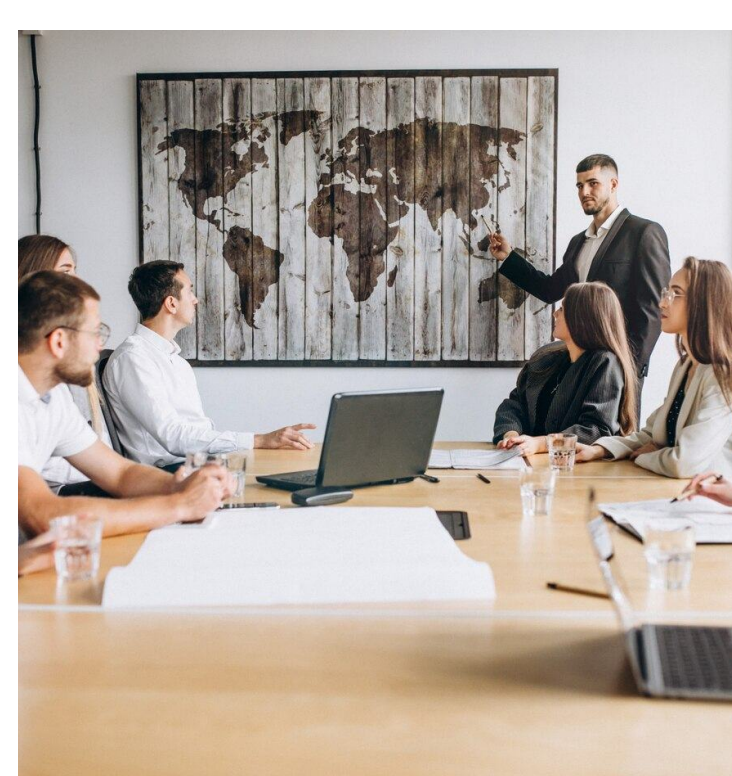
Set up regular training sessions tailored to address their needs and implement feedback cycles.



### STAY ON TOP OF UPDATES

Keep your partners in the loop regarding any updates, new features or changes in your products or services

Produce in-depth resources that offer comprehensive details about each update.



### PROVIDE RELEVANT CONTENT

Conduct partner needs analysis and customize content to address their individual problems

Make all customized materials readily available via a centralized online platform, allowing easy access for partners. With The Growth Machine your partners get access to our automated marketing platform.

## BEST PRACTICES FOR DESIGNING AN IMPACTFUL PARTNER EDUCATION PROGRAM



### TARGETING NEW AUDIENCES

Educate partners on new customer segments you want to engage with and how to position your products to them



### DETERMINING ESSENTIAL CONTENT:

Decide which content will be on your courses to empower partners with the necessary knowledge for success



### ENGAGING COURSE FORMATS

Enhance courses with multimedia such as videos, images and slides.



### PRODUCT EVOLUTION UPDATES

Keep your partners informed about any changes to your product or brand



### CERTIFICATIONS FOR RESELLERS OR INTEGRATORS

Certifications can motivate partners and assure great service for potential customers



### MEASURING PARTNER EDUCATION'S IMPACT

Examine deal closure rates, partner engagement and the quality of sales opportunities post-training

## MARKETOPIA: STRENGTHENING SUCCESS THROUGH EDUCATION PARTNERSHIPS

### DESIGNED FOR YOU

We're the go-to marketing powerhouse for MSP, vendors and tech companies that want to leverage partner education and aim for success.

### CONSIDER US YOUR PARTNERS

We help you equip your partners with the precise tools to become experts on your brand, engage clients confidently and boost sales with our partner programs.

### COMPREHENSIVE PROGRAMS

Our programs are tailored to recruit and boost your channel partners' prowess.

Contact Marketopia today! Let's pave the way for you to achieve your growth goals together