



VENTANA RESEARCH

Partner Experience Optimization Workshop

Workshop Services

Ventana Research offers a client-tailored Partner Experience Strategy Optimization Workshop across all of our expertise and topic areas. Our Workshop consists of a thorough and collaborative preparation and review with precise recommendations and methods on the optimal partner experience and channel strategy to competitively differentiate your business in the market through an interactive expert-led workshop.



Alignment

Is the partner experience strategy sufficiently aligned to your customer journey and clearly articulated to your full customer potential?



Relevance

Does your partner experience strategy incorporate your customer context of interacting with the values of your organization in a unique and highly differentiated manner?



Impact

Is your partner experience communicated and marketed as a corporate value and part of your overall partner strategy and commitment to their success?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for partner experience strategy optimization and guide channel improvements to ensure optimal results. The workshop will provide alignment to the best possible partner experience along with how to market it to gain confidence in the ecosystem of buyers, customers and partners. Clarity and differentiation in the partner experience strategy is critical to gain the best possible confidence and perception from your channel and inevitable buyers and customers.

Deliverables

- Actionable guidance on an effective partner experience strategy and plan.
- Blueprint and framework for partner experience strategy optimization.
 - Creation of customized materials to ensure workshop goals are met.
- Preparation and follow up fine-tuning strategy sessions tailored to client.
 - Full-day workshop leading and collaborating with your team.

Benefits

- Optimized strategy to gain partner confidence and increase channel impact.
- Reduced time and resources to establish and optimize partner experience.
- Increase trust in the channel on a compelling and differentiated approach.