

## Background to the Program

"Symantec is the global overall market leader in Endpoint Security, Email Security, Data Loss Prevention and SSL Certificates" **IDC | FROST & SULLIVAN**

As a business Symantec requires extremely talented and skilled sales teams to deliver their high standard products and services. Committed to their channel strategy they wanted to provide partners with quality sales training making it part of Symantec's overall programme of excellence and best practice. Working with Masterclass they developed a series of workshops to help their reseller partners grow their sales skills, not just their product knowledge.

The Masterclass courses for Symantec's sales channel include skills, techniques and strategies for: Telesales; Influencing Decisions; Selling IT Solutions in a Crowded and Competitive Environment; Financial awareness; Time management; Negotiation Skills; Selling in the Boardroom and at "C-level"

Vendors undoubtedly want to provide good training to partners on products, but specific sales skills that help partners reach a level of excellence are critical too. This is what VARs and partners get from Symantec through Masterclass: the tools they need to become exceptional sales people who exceed goals, *not just reach them*. Symantec jointly fund the cost of the training, which clearly demonstrates the level of commitment to this endeavour.

Few vendors have been willing to commit these kinds of resources toward a subsidised training programme – even today, when competition is fierce in a fast-moving and consolidating industry. When feedback from partners and the results of the Masterclass bespoke programme were taken into consideration, the program showed a solid financial return on investment and an approach that does more than provide goodwill.

***"Whilst all vendors continue to provide product training it is essential our sales people receive training at a general business level. Symantec is one of the first vendors to recognise this need and pull together a programme that adds real value to the organisation."***

**Insight UK**

## Desired Outcome

- Equip sales teams with high impact sales tips and techniques
- Provide support at all levels from telephone sales to advanced account management and Boardroom Selling
- Ensure sales teams have clear objectives and structure to their sales calls
- Leverage input from solution partners

***"This initiative was established with Masterclass to provide Symantec's partners with the opportunity to gain a real competitive advantage, by enhancing their skills and professional development, and delivering a truly outstanding service to their customers. It is incredibly rewarding to hear of the initiative's success to date and it is hoped that this will continue."***

**Commercial Channel Director  
Symantec**



***"The courses have been a valuable addition to the program of training that we normally undertake for our entire customer facing people. We found the program to be very flexible and were able to work closely with the Masterclass trainers to tailor the content to map our specific requirements. The investment by Symantec in this program has been greatly valued and we are seeing tangible results from our participation."***

**Equanet**



## Roll Out

Masterclass, one of the UK's leading training specialists with a track record in vendor and channel sales skills, was chosen to develop and manage this channel initiative. Since its launch the programme has provided 31 partners, of varying sizes, a dynamic range of sales training with over 350 sales personnel attending. The courses have been a mixture of scheduled "open" courses and individual partner specific courses addressing the particular needs of an individual business.

There have been six curriculum sets of scheduled sessions so far. The original concept behind the programme was to add significant weight to the statement on the corporate website that specialised sales training and support was available to *Elite* and *Premier Partners*. The programme's overall aim has been to assist Partners meet sales targets, increasing revenue together with the addition of raising the Veritas Symantec profile as a vendor visibly supporting its channel sales partners.

## Making a Difference

The Symantec program's success is attributed to the interaction of Masterclass trainers with the resellers and the support received from Symantec. This ensures that what is delivered is not based on what is perceived their partners need, but actually by listening to the partners and delivering the kind of training which the sales people need.



Some partners use the training extensively and now using Masterclass as a major part of their induction for new hires. It is a sound investment to enable high impact sales.

The Masterclass workshops are all aimed at sales and related sales topics, covering the varying stages of a sales executive career. Masterclass in partnership with Symantec have significantly helped achieve long term sales effectiveness and revenue generation.



***"After discovering the Symantec funded Masterclass sales training, we decided to send all of our CCS Media Head Office Sales Team on at least one of the various levels of courses available as they looked very relevant to our industry. Without exception, the feedback from the CCS Media Account Managers has been extremely positive, and the results speak for themselves..."***

***"CCS Media are currently having our most successful sales year ever!"***

**CCS Media**

***"Working with Masterclass to deliver a structured programme of sales training to our sales teams has been of outstanding benefit to Phoenix. While the regular product training we receive from most vendors is extremely useful, this Symantec-funded training has added real value on a general business level."***

***"A third of our sales force have attended the training so far but the positive feedback was so overwhelming that we plan to put everyone through a programme of courses as soon as possible. Without the funding provided by Symantec, this level of training would not have been possible."***

***"The Masterclass training offered clearly helps to differentiate Symantec from other vendors by offering practical help in developing core and advanced sales skills within its resellers which in turn help its solutions to be more effectively sold. I will be putting more staff through the various levels of training should Symantec continue their sponsorship of the process."***

***"Working with Masterclass to deliver a structured Sales Training Programme has been an immense benefit to the Sales force at Softcat. The range of courses that Masterclass offer suited Softcat and our business model perfectly."***

**Softcat**

