



The Akuter cards
Ref: CHANNELS-001 -E

Channels Certification

The more manufacturers create added value for their partners, the more they will attract and keep them.

To effectively manage sales channels, manufacturers must have a method of transferring viable knowledge to all parties, thus optimizing and coordinating all channels, which process can easily be evaluated.

Cost, scalability and real-time response to changes are some benefits which now push manufacturers to substitute part of their former expensive and rigid traditional training with new, online training.

Relevant certification and training programs, accessibility to up to date product information are some examples of services which will reduce time and cost for these partners. Well informed and recognized partners will add a true competitive advantage to a manufacturer's operations and efforts to penetrate new markets.

Partners form part of the solution that a customer selects and buys!

Any failure to correctly manage the competence of a partner will have an immediate impact on sales and customer satisfaction. It is not a one day effort but a permanent effort which will help to keep the company competitive.

It offers a rapid Return On Investment, is easy to deploy and scale, allows building a superior training and certification experience, blends and integrates easily with the existing infrastructure.

The Akuter Enterprise solves the challenges that the partner management and product training organizations encounter with today's business models. It provides a platform for developing, updating and measuring partners' sales and technical skills, leading to a more effective value-delivery-chain, increased revenue and customer satisfaction.