

Value-Added Reseller Business and Channel Management Training Course

25 – 29 January 2027
Frankfurt

AGILE LEADERS
Training Center

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Ref: 1852_238605 **Date:** 25 – 29 January 2027 **Location:** Frankfurt **Fees:** 5700 Euro

Overview

Value-Added Reseller Business and Channel Management Training Course is a one-week professional programme for reseller owners, channel managers, vendor-alliance teams, solution sales leaders and entrepreneurs. Participants examine how a value-added reseller combines vendor products with design, integration, implementation, training and support to produce a complete customer solution. The course connects the VAR business model, channel partner management, vendor relationship management, solution packaging, deal registration, service operations and reseller profitability. Each participant leaves with a practical VAR Business Plan and operating dashboard. Agile Leaders Training Center develops disciplined reseller and channel-management capability.

Who Should Attend

- Owners and leaders of value-added reseller businesses
- Channel, alliance and vendor partnership managers
- Solution sales and business development leaders
- Pre-sales, implementation and customer-support managers
- Entrepreneurs assessing a technology reseller model

Participants should understand basic business, sales or service operations. The course does not provide legal, tax, investment or cybersecurity certification advice and does not promise vendor appointment or profitability.

Departments and Industries

The course supports channel sales, vendor alliances, solution consulting, commercial operations, service delivery, finance, customer success and business leadership teams. It is relevant to software, hardware, cloud services, networking, cybersecurity, industrial technology, communications and other sectors where partners combine products and services.

Learning Objectives

- Define the VAR business model and distinguish it from distribution, referral and managed services
- Evaluate vendor partnerships, programme terms and capability requirements
- Design solution bundles and a defensible customer value proposition
- Build channel pipelines using opportunity qualification and deal registration
- Coordinate pre-sales, implementation, training and post-sales support
- Manage margins, working capital, channel conflict and operating risk
- Create a scalable VAR business plan and performance dashboard

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Course Methodology

The programme uses business-model mapping, vendor assessment, margin exercises, opportunity scenarios, service-blueprint workshops, channel-conflict cases and action planning. Daily outputs combine into a VAR Business Plan covering proposition, partners, pipeline, delivery, controls, economics and growth.

Day 1: VAR Business Model and Market Position

- Value-added reselling within the partner ecosystem
- Differences among distributors, VARs, integrators, MSPs and referral partners
- Revenue from product margin, implementation, training and support
- Customer segments, problems and solution-market fit
- Building the initial VAR business model canvas

Day 2: Vendor Selection and Partnership Governance

- Evaluating vendor fit, product readiness and market opportunity
- Understanding programme tiers, enablement and capability requirements
- Reviewing commercial terms, incentives and support expectations
- Planning certifications, technical readiness and joint accountability
- Creating a vendor scorecard and partnership governance rhythm

Day 3: Go-to-Market, Solution Selling and Pipeline Control

- Packaging vendor products with differentiated professional services
- Developing sector propositions and go-to-market routes
- Qualifying solution opportunities and mapping buying stakeholders
- Using deal registration, co-selling and pipeline stage controls
- Managing channel conflict and direct-versus-partner boundaries

Day 4: Delivery, Support and Commercial Economics

- Designing handoffs from pre-sales to implementation and support
- Scoping services, responsibilities, acceptance and change control
- Protecting customer data and coordinating cybersecurity responsibilities
- Modelling product margins, service utilisation and working capital
- Tracking delivery quality, renewals and customer outcomes

Day 5: Scale, Risk and Sustainable Growth

- Prioritising vendors, verticals and service portfolio expansion
- Building team roles, partner capacity and operating processes
- Managing concentration, credit, inventory and capability risks
- Selecting KPIs for pipeline, margin, delivery, renewal and retention
- Completing the VAR Business Plan and ninety-day execution roadmap

Practical Outputs

- VAR business model canvas
- Vendor selection scorecard
- Solution bundle and value proposition
- Deal-registration and pipeline workflow
- Service delivery responsibility map
- VAR economics and performance dashboard

Frequently Asked Questions

Is this course tied to one technology vendor?

No. The frameworks are vendor-neutral and can be adapted to different partner programmes.

Does the course cover technical product configuration?

No. It covers the business and operating controls around solution design, delivery and support.

Is this a general sales course?

No. It focuses on reseller economics, vendor governance, deal registration, service integration and channel conflict.

Will participants build a financial model?

Participants create a practical economics view of margins, services, utilisation and working capital, not investment advice.

What is the main workplace output?

Each participant completes a VAR Business Plan and ninety-day execution roadmap.