

Cincom Partner Program

Training Curriculum



SIMPLIFICATION THROUGH INNOVATION®



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The program is designed to provide an unequalled educational program for helping partner organizations improve their effectiveness in delivering solutions with Cincom products. It is designed to provide partners with the tools and best practices to enable profitable delivery of solutions based on Cincom products.

With education, partners will reassure their abilities and be able to:


- Represent relevant Cincom offerings
- Identify and convert customer needs into a solution based on Cincom technology
- Utilize best practices for delivering solutions based on relevant Cincom products
- Provide continuous customer support, including system enhancements and training

The program has three mutually exclusive paths for:

- Sales and Marketing Professionals
- Technology Consultants
- Solutions Architects

Mentoring Assistance

With each training, Cincom includes an allocation of mentoring assistance to help partners ensure effective application of the knowledge retained. Allocations of mentoring assistance vary by product line and package retained.



Paths



Sales and Marketing Professionals

Improve your effectiveness as a sales and marketing professional with clear, concise information on how to transform customer needs into solutions.

Attendees: Managers, Account Executives and Sales and Marketing Professionals

Goal: Meeting, presenting and selling management prospects is the key to increasing IT and professional service sales.

This training provides the ability to more effectively sell technology, software and/or professional services based on Cincom software.

Sales and Marketing Professionals are educated on:

- Product value proposition
- Target market and customer profile
- Basic discovery issues
- Competitive strategies
- Presentation of Cincom products



Technology Consultants

Translate customer needs into deliverable knowledge applications based on Cincom software. Define real and obtainable project deliverables within acceptable time frames.

Attendees: Technology Consultants, Pre-Sales Consultants, Practice Managers and Application Developers

Goal: This training provides information on how to translate customer needs into applications based on Cincom software. Education is targeted to provide information sufficient to demonstrate and develop solutions using the Cincom technology.

Technology Consultants are educated on:

- Demonstrating key product features and benefits
- Identifying customer requirements and pain points
- Understanding Cincom product suitability
- Designing systems on relevant Cincom products



Solutions Architects

Build the complete technical solution and possess a breadth of functional expertise to support Cincom-based applications.

Attendees: Solutions Architects, Application Developers, Database Administrators and Systems Administrators

Goal: Training instructs attendees on how to build solutions and expand the breadth of expertise associated with Cincom's technology.

Solutions Architects are educated on:

- Building applications with Cincom products
- Developing and implementing with Cincom products
- Integrating Cincom products into customer's environment
- Tips to delivering solutions on time and on budget

Benefits

The Cincom Training Curriculum provides partners the expertise to work with Cincom solutions.

Individuals and businesses seasoned in Cincom products increase their value in the marketplace, as well as their ability to deliver solutions and drive services in the marketplace.

The primary purpose of the Cincom Training Curriculum is to provide assurance that professionals engaged with Cincom gain independence in order to control as much of the sales and implementation services they care to own. Education is a fundamental component of "knowledge transfer." As such, education is in the best interest of Cincom, its partners and end-users.

What the Cincom Training Curriculum Provides to Partners:

- Validation of skills with Cincom
- Greater independence with accounts
- Speed-to-market
- Increased ability to deliver profitable and professional service
- Improved success rate

Expand Skills	Increase Opportunities	Close More Sales	Support Customers
Build a more knowledgeable staff to help win more business. Build a reputation as a trusted advisor.	Develop a worldwide business network and create effective, targeted marketing campaigns.	Pursue competitive situations with confidence and accelerate sales cycle. Get the information you need to close more deals.	Resolve problems quickly and efficiently. Measure and improve customer satisfaction.

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World Headquarters • Cincinnati, OH USA
US 1-800-2CINCOM (1-800-224-6266) • International 1-513-612-2769
Fax 1-513-612-2000 • E-mail info@cincom.com • <http://www.cincom.com>

