

# Successfully manage partner networks – partner management

Your company is only as good as its network: ensuring quality and efficiency by cooperating with internal and external partners

## Seminar information

### Duration

2 days

### Place

Hamburg

### Target group

Responsible sales, product, marketing and controlling managers - in all industries

### Our services

- Seminar participation & networking
- Seminar documents
- Drinks and lunch
- Best practice speech/Guest lecture
- Certificate of attendance

### Your investment

€ 2.360,00 plus VAT

### Information and registration

ISS International Business School of  
Service Management  
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Subject to change (as of 09/06/18)

## Targets

Outsourcing services can be useful for many reasons, such as increasing flexibility or reducing reaction times. At the same time, the service partner also represents the company and contributes to the image of the brand. The right choice, the certification and development of partners provide customers with security regarding the quality of the service provision and are the way to customer enthusiasm.

- With well-targeted partner management, you are able to build an efficient organization and integrate the processes into the processes of your own company.
- You will learn the key factors for efficient partner management in order to develop or adapt your own concept.

## Main topics

- Requirements for successful partner management
- Setting up a partner management organization
- Timetable to conceptualize partner management
- Collecting background knowledge for the professional evaluation of service partners
- How to certify partners
- Auditing procedures for service partners

## Benefit

- Introduction and overview of knowledge, methods and tools for partner management
- Develop the skills to set up and manage a partner management system
- Supporting knowledge transfer by practical exercises
- Networking and sharing professional experiences
- Best practice lecture and discussion by a guest speaker



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“Learning on the job” in a new form - the perfect combination to professionalize project preparation by new knowledge and accelerate the process by working in a concentrated working environment. This workshop enables you to build new knowledge and develop your own concept as far as possible.

### Seminar benefit

- Work on your own project in an undisturbed and concentrated working atmosphere
- Feedback from professional coaches, direct clarification of questions about your project
- Small groups with max. 6 participants
- Trainers as a sparring partner and expert tips

### Methodology

- Keynote presentations and theoretical input
- Individual and group work also based on examples from your own workplace
- Plenary discussions
- Supported transfer by field-tested templates

### Speakers

The speakers and coaches at the ISS International Business School of Service Management are active managers, entrepreneurs and consultants with many years of service experience.



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## Contents

### Structure and process organization

- Structure of service organizations
- Structure of service processes
- Process analysis

### Outsourcing criteria for services to partners

- Customer requirements
- Business needs
- Forms of partnerships

### Cooperation basics

- Defining the scope of service
- Contracts
- Compensation model
- Integration into proprietary processes/defining interfaces
- Monitoring and reporting
- Internal and external communication

### Criteria to select and develop partners operation basics

- Strategic aspects
- Profile
- Risk assessment

### Outsourcing Process

- Qualification
- Audits/ Quality assurance
- Partner development

### Legal aspects

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