

Alliance Sales Training Course

The Value of VST (Vision, Skills and Trust)

What is it?

The Alliance Sales Training Course from Alliance Best Practice Ltd (ABP) teaches attendees how to systematically increase the volume and quality of alliance sales with key partners.

It uses the unique alliance sales process called VST. VST stands for Vision Skills and Trust and describes the three critical Phases of initiating growing and maximising the commercial value of a strategic alliance relationship. ABP calls this process Alliance Optimisation.

VST is the ONLY non proprietary alliance sales process currently available and comprises 6 stages as follows:

1. Benchmarking
2. Visioning
3. Executing
4. Resourcing
5. Tracking
6. Growing

VST was developed for and by the following companies: Accenture, Cisco, Microsoft, SAP, Oracle, BT, EY, Deloitte, IBM and Tieto.

Currently the training has been used in over 75 companies worldwide to optimise alliance relationships.

Why is it Useful?

VST is useful because it gives alliance practitioners a systematic and scalable process which they can follow to optimise the commercial value of their alliance relationships.

Previous practice has shown that organisations following a VST approach increase alliance sales with partners more quickly than using a proprietary partnering approach.

At the time of writing VST is the ONLY non proprietary alliance sales methodology available*.

VST is also supported by a large range of High Tech companies (See the section *Who Uses It?*). Which means that members of the VST User Group can easily suggest VST Alliance Optimisation exercises to other group members.

The VST methodology is supported by Alliance Best Practice Ltd (ABP) and a group of ABP associates who are VST Certified.

Full training and supporting tools are available for the process online at www.alliancebestpractice.co.uk

The VST Alliance Sales Optimisation User Group can be found at: <https://www.linkedin.com/groups/4077857/>

*Correct as at August 2022

What Does it Cover?

- How to benchmark an alliance
- How to create an alliance vision
- How to execute an alliance vision
- How to suitably resource an alliance
- How to build an alliance balanced scorecard
- How to use VST to grow an alliance relationship
- How to get started

What are the Takeaways?

- An understanding of the 52 common success factors in alliances
- A VST manual to help you run optimisation exercises with your partners
- A set of tools to help you complete each stage in the process
- Access to a VST user group to help with common challenges
- The opportunity to meet regularly with fellow VST practitioners

Further Information

If you would like further information regarding our Alliance Sales Training Courses, please feel free to contact us at info@alliancebestpractice.com

About ABP

ABP is the world's leading alliance research, training and benchmarking organisation. We maintain a database of over 200,000 observations of alliance best practices in action.

We have over 75 companies represented in our Alliance Best Practice Community and meet quarterly to exchange ideas and develop new best practice standards in ever more complex collaborative relationships.

Ever tougher customer demands, changing business conditions and increased competition for key partners means you need better trained partnership professionals for success.

To help you, we continue to enhance our training offerings. We don't just verify our findings in the classroom we go even further and reach out to active alliance practitioners to apply our training in meaningful and commercially lucrative ways for our clients.

Our expertise

Selecting ABP means you'll be working with a company that strives for alliance excellence through rigorous and demonstrable best practices.

VST Endorsements

Samsung UK – Used VST to initiate a strategic alliance with IBM based on mobility. Saved 18 months of wasted effort.

IBM GTS EMEA – Used the approach to achieve 'interlock' with key partners in EMEA including: Cisco, Anixter, Citrix, Adva, Juniper, NetApp, Schneider-Electric, IPEG, Lenovo and Motorola

Qlik Software – Used the approach to develop a public sector service to NHS Hospitals with PwC.

Cisco EMEAR – Used the approach to develop strategic alliances with SI / SO partners: Capgemini, IBM, Accenture, CGI, Infosys, TCS, BT, Wipro, Deloitte, PwC, Atos, Canopy and Tech Mahindra.

Capgemini – Used VST to develop increased business with its Tier 1 partners: IBM, HP, SAP, Oracle and Microsoft.

Tieto – Used VST to increase alliance sales with key partners: EMC, SAP, Oracle, Microsoft, IBM and Cisco.

Accenture UK&I – Used VST to improve its alliance with NetApp in the UK.

EMC – Used VST as part of its 'Velocity' program with: Sungard, Rackspace, AT&T, Accenture, TCS, HCL, Deloitte, CSC, Xerox, Unisys, vCHS, Booz-Allen and Lockheed Martin

Who Else Has Used it?

ABP has delivered Alliance Sales Training to the following companies:

Accenture, Adobe, ADVA, Alcatel, Alphabet, AMD, AppDynamics, Apttus, Apple, Arkadin, AT&T, Atos, Avaya, Bearing Point, BCX, BMC, Borland, Brocade, BT, Computer Associates, Canopy, Canon, Capgemini, CGI, Cisco, Citrix, Cognizant, Commvault, Computacenter, CSC, Dassault Systemes, Dell, Delaware, Deloitte, Dimension Data, Dun and Bradstreet, EMC, Equifax, Equinix, Experian, EY, Ericsson, F5 Networks, Fujitsu, Genesys, Getronics, Google, HCL, Hitachi, HPE, i2, IBM, Indra, Infor, Informatica, Infosys, Juniper, KANA, Kaspersky, Konica Minolta, KPMG, Lawson, Lenovo, McAfee, Microsoft, Micro Focus, Mitel, Motorola, Mphasis, NEC, NetApp, NextiraOne, Nokia, Northgate, Nortel, NTT, O2, Oracle, Ordina, OpenText, Orange, Qlik, Pegasystems, Pitney Bowes, Polycom, PTC, PwC, Rackspace, Red Hat, Ricoh, RSA, Sage, Salesforce, Samsung, SAP, SAS, Satyam, ServiceNow, Siebel, Siemens, Software AG, Sungard, Symantec, Tata Communications, T-Systems, TCS, Tech Mahindra, Telefonica, Telus, Teradata, Tieto, Unisys, Verint, Verizon, VMware, Vodafone, Wipro and Zebra.

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