



TOP 100 Executives



Global Knowledge®

GLOBAL KNOWLEDGE TRAINING ENABLES ADOPTION OF NEW TECHNOLOGIES

Q: What is the value of Global Knowledge's IT training to the channel community?

A: Increasingly, channel partners are being viewed as trusted technology consultants and strategic service providers. They continually adapt to meet market demands around disruptive technologies such as cloud (including managed services), mobility, data center and security. However, as technological complexity builds, customer skill gaps become more pervasive and end up derailing adoption, consumption and project plans. This can lead to an unsatisfactory return on IT investments—or forestall purchases.

To pre-empt this, partners and their customers must embrace new technical competencies and skill training. In so doing, customer readiness, organizational skill sets, and professional development can be addressed proactively, at the front end of the sales process. With the right skills, customers are better able to realize technology's full potential, resulting in higher satisfaction.

Q: How is Global Knowledge helping its channel partners accelerate their business?

A: Companies frequently state that their greatest assets are their employees. They also say their biggest challenge is a shortage of skills. With the extensive depth and breadth of our training portfolio, we make it easy for our channel partners to add training to their products and services to offer their customers an end-to-end solution—delivering exactly what the customer needs, when and where it is needed.

The Global Knowledge Authorized Learning Partner Program gives partners and their customers access to essential IT and business skills training across multifaceted frameworks. Our Global Training Credit (GTC) Program enables our partners to offer their customers an economical way to purchase training around the world. GTCs simplify the process of bundling training with hardware, software and services onto one purchase order so partners can ensure their customers get the critical training they need for successful product adoption. We also offer skill gap analysis, needs assessments and learning path design to help our partners and their customers retain and sustain top talent.

Q: What is the biggest benefit to partners who add training to their solution sales?

A: Shortening the sales cycle. In the past, partners thought training would signal to the customer that the solution was too complicated for them to use. Today, customers realize that skill transformation is necessary and are not only receptive to it, but eager to close the skill gaps within their organizations. It's simple. If the customer understands how to use the technology—and derives the expected value from it—their satisfaction increases along with their confidence in their partners.

Top 25 Disrupters



SEAN J. DOLAN
PRESIDENT AND CEO

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