



Co-Sell Value WorkShop

Evaluate where your organization stand on the journey to becoming a world-class ecosystem-led business.

ORGANIZED BY



Kickstart your journey to become a truly ecosystem-led organization

Co-selling is a modern partnering process where two or more peer-level partners with complementary offerings come together to provide a holistic solution for a shared customer need and work collaboratively to sell together.

Partner co-selling is a massive opportunity as companies co-selling with ecosystem partners are estimated to be generating over \$300 billion in revenue. In the Technology Industry, co-selling relationships are commonplace today between complementary partners assembling an overall customer solution that could include hardware partners, software partners, systems integrators, hyperscaler, managed services providers, cloud solution providers, technology partners, and others.

Co-Sell Value Workshop

Modern co-selling approaches are becoming increasingly complex and quickly out-scaling traditional partner relationship management tools.

We at WorkSpan have designed an exclusive **90-minute workshop** to help you understand these challenges and opportunities. In this workshop, you can assess where your organization stand on achieving your partner co-selling potential.

Workshop Agenda:

Co-Sell Challenges and Opportunities	25 min
Co-Sell Business Function Gap and Value Assessment*	20 min
Assessment Readout (Optional)	10 min
WorkSpan Solution Overview	20 min
Case Study	10 min
Conclusion & Wrap-up	05 min

*Identifies your current business function capabilities and compares that to industry baselines and where your organization wants to be on those capabilities.

Visit: <https://resources.workspan.com/schedule-my-workshop> to book a Workshop.

Who should participate?

- **Ecosystem:** Organizations actively co-selling with more than 2 partners
- **Size:** Mid/ Large sized organizations with partner ecosystems
- **Roles:** Ecosystem Leaders, Alliance Leaders, Partner Managers, Operations Leaders, Partner Sales Leaders
- **Industry:** Technology and Communications
- **Attendees:** Up to 5 members

Benefits

Engage with experts from WorkSpan who have managed hundreds of co-sell enablement for leading technology companies.

Explore how Ecosystem Business Management solutions like WorkSpan can help you collaborate with partners on deals, exchange co-sell referrals, manage shared pipeline, and track performance.

Get the assessment to build a business case for building a robust co-selling motion within your partner ecosystem.

Identify next-steps on your journey to become a truly ecosystem-led organization.

Book your slot today!



ABOUT WORKSPAN

WorkSpan is the #1 co-sell management network that empowers companies to turbocharge and scale their co-sell revenue growth. Partnership and Sales teams use WorkSpan's secure SaaS solution to collaborate with partners on deals, exchange co-sell referrals from inside their CRM, manage shared pipeline, and track performance on a live dashboard.

As the industry's leader in Ecosystem Business Management, we power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline, 6x faster speed to market for joint solutions, and 2x partner manager productivity. Customers include Microsoft, Cisco, SAP, VMware, HPE, Accenture, Ericsson, Citrix, Red Hat, and others.