

Value Added Reseller (VAR) Definition and Channel Management Training

Malaga (Spain)

13 - 17 July 2026

UK Training

PARTNER



Value Added Reseller (VAR) Definition and Channel Management Training

Code: CC32 From: 13 - 17 July 2026 City: Malaga (Spain) Fees: 5200 Pound

Introduction

The Value Added Reseller VAR Definition and Channel Management Training is a comprehensive program designed to equip professionals with a solid understanding of the VAR definition, structure, and strategic importance in modern business ecosystems. In today's competitive markets, effective VAR management is crucial for organizations seeking to strengthen their distribution networks, optimize partnerships, and enhance customer value through tailored solutions.

This course provides a practical framework for managing reseller relationships, developing profitable channel strategies, and implementing performance-driven systems. Participants will learn how to align partner objectives with corporate goals, improve collaboration efficiency, and ensure consistent brand representation across distribution channels.

By the end of the program, participants will gain the knowledge and tools needed to build, manage, and grow successful VAR networks that drive business expansion and long-term profitability.

Course Objectives

Upon completion of the course, participants will be able to:

- Understand the core VAR definition and its role in the value chain.
- Identify the characteristics and types of value-added resellers.
- Design and implement efficient reseller channel management strategies.
- Evaluate partner performance using structured KPIs and scorecards.
- Develop effective communication and collaboration models with resellers.
- Integrate VAR strategies into marketing, sales, and after-sales operations.
- Build long-term, mutually beneficial relationships with resellers.

Course Outlines

Day 1: Understanding the VAR Definition and Business Ecosystem

- Introduction to the concept of value-added reselling.
- Key elements of the VAR definition and its relevance in B2B and B2C environments.
- The economic and strategic value of reseller networks.
- Mapping the partner ecosystem and supply chain dynamics.
- Common challenges in VAR operations and how to address them.
- Case studies on successful global VAR models.

Day 2: Designing a VAR Strategy

- Setting strategic objectives for reseller programs.

The logo for UK Training Partner features the text 'UK Training' in a smaller, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver, set against a background of concentric white circles.

- Defining partner selection criteria and performance expectations.
- Aligning VAR strategy with corporate marketing and sales goals.
- Understanding market segmentation and customer targeting through VARs.
- Developing channel differentiation and competitive positioning.
- Practical workshop: building a sample VAR strategy roadmap.

Day 3: Partner Relationship and Channel Management

- Building strong, trust-based relationships with resellers.
- Communication frameworks and collaborative tools.
- Managing conflicts and ensuring channel harmony.
- Incentive structures, commissions, and reward mechanisms.
- Co-branding and co-marketing strategies.
- Monitoring partner satisfaction and loyalty metrics.

Day 4: Performance Evaluation and Optimization

- Establishing KPIs for channel performance assessment.
- Conducting regular partner performance reviews.
- Identifying underperforming partners and corrective actions.
- Leveraging technology and CRM tools for VAR tracking.
- Risk management and compliance in channel operations.
- Group exercise: developing a VAR performance dashboard.

Day 5: Advanced VAR Development and Future Trends

- Integrating digital transformation into channel management.
- The impact of e-commerce and SaaS on VAR business models.
- Building scalable and adaptive VAR ecosystems.
- Exploring global best practices in channel excellence.
- Developing continuous improvement plans for VAR growth.
- Final project: designing a channel management strategy for a simulated company.

Why Attend This Course? Wins & Losses!

- Gain an in-depth understanding of the VAR definition and its strategic importance.
- Learn to design effective and scalable reseller programs.
- Develop tools to manage and evaluate reseller performance efficiently.
- Enhance negotiation and relationship management skills.
- Improve profitability and market reach through structured channel strategies.
- Understand how digital trends are reshaping VAR ecosystems.
- Build a data-driven approach to partner management.
- Receive practical insights from real-world VAR case studies.

Conclusion

The Value Added Reseller VAR Definition and Channel Management Training course provides a comprehensive foundation for professionals seeking to excel in partner ecosystem management. By mastering the VAR definition,

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The text 'UK Training' is written above the word 'PARTNER' in a bold, black, sans-serif font. The background of the graphic is a light gray and white checkered pattern with a subtle circular ripple effect behind the text.

UK Training
PARTNER



learning how to structure efficient reseller programs, and applying data-driven performance techniques, participants will be able to strengthen channel relationships and drive sustainable business growth.

This program bridges theoretical frameworks with practical case applications, preparing attendees to implement strategies that enhance value creation across all layers of the distribution chain. With a clear understanding of modern VAR practices, graduates of this course will be ready to lead dynamic, profitable, and future-oriented reseller networks.

A graphic of a chessboard with several pieces. A large gold king piece is in the foreground on the right, with a silver pawn and a silver knight behind it. The board is a checkered pattern of light and dark squares. In the background, there are concentric white circles on a light gray background.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

EUROPE



Malaga (Spain)



Sarajevo (BiH)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



Rotterdam



Bruges (Belgium)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)
(Switzerland)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)

UK Training
PARTNER

Blackbird Training Cities

USA & CANADA



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Malé (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)



Phuket (Thailand)



Shanghai (China)



Abu Dhabi (UAE)



Dammam (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)
(Indonesia)



Kuwait City (Kuwait)



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta



UK Training
PARTNER

Amman (Jordan)

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training