

GTDC Accreditation & Course Information

Advancing Your Distribution Partnerships
to Maximize Overall Results



EDUCATE ▲ ADVOCATE ▲ INFLUENCE

MARKET INTELLIGENCE IDEATION DIGITAL
PLANNING STRATEGY **TRAINING** PRODUCTION
CHANGE MANAGEMENT ANALYSIS COACHING **FINANCE**
SALES OPTIMIZATION **GM** **ENABLEMENT**



The Global Technology Distribution Council (GTDC) is a worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel. The Council is comprised of the computer industry's top wholesale distributors dedicated to serving "the channel," a network of skilled VARs, Internet resellers and retailers focused on providing hardware, software, and services to businesses and consumers around the globe.

The "language" and value of technology distribution has changed dramatically over the past three decades. In earlier years, the industry was largely defined by three words: "pick, pack and ship." Today, the range of services, metrics and variables equates to a totally different set of success factors from both vendor and distributor perspectives.

If you're looking to get the most out of your distribution partnerships today, you likely need to more fully understand how distributors operate and how your initiatives will be most effective with them. You need to speak the language of distribution business and know how to influence the measures that matter to decision makers.



Can Your Teams Answer These Questions?

- Q:** Can your account teams make the business case for your vendor value proposition and marketing programs? Can they identify how and where changes are needed to build share?
- Q:** Do you know which categories and products generate the best return on working capital for your distributors? Can you work this out How does this compare to your competitors?
- Q:** Which vendor behaviors drive cost into your distributors and could be limiting your growth prospects through distribution?
- Q:** What are the five factors that typically make distribution the most cost-effective channel for market access? Can you explain this to your product and sales teams?
- Q:** Do you know how your vendor programs affect the GMROWC, ROICE and ROCE of your distribution partners? Do you know which of these metrics they measure your business on?

These and similar questions are the subject of the GTDC Diploma Training and Accreditation Program. This “hands on” approach follows the success of the GTDC primer “Understanding the Technology Distribution Business.” The GTDC, in conjunction with its members — the world’s most successful technology distributors — are introducing this program to deliver the information, detailed guidance and interaction to help technology companies thrive through distribution in every way possible.



Who is the GTDC Training and Accreditation For?

The Training and Accreditation program is aimed at anyone involved directly, or indirectly, in the distribution channel. The Certificate level is relevant to everyone, especially those new to distribution, who work roles where an understanding of how distributors operate would be beneficial. The higher-level Diploma is aimed at experienced account teams working with distributors on a day-to-day basis. It underpins their practical experience with a solid understanding of the financial dynamics of the vendor business model inside distributors.

Why attend the GTDC Training?

Participants obtaining accreditation will benefit from training that improves their on-the-job performance and long-term career development because it is:

- **Relevant** – Focused on the specifics of technology distribution economics and optimizing vendor-distributor engagement (not just finance for non-financial managers).
- **Valid** – Backed by the GTDC and its membership as addressing the key issues and principles in distribution today.
- **Real** – Cases, illustrations and examples provided from the GTDC members.
- **Current** – With contributions and Q&A from top distributor managers on each course.
- **Effective** – Because the training is delivered by proven providers, who combine deep industry knowledge with exceptional instructional approaches.
- **Personally Valuable** – Accreditation will be an industry recognized standard.
- **Essential** – Distributors will expect vendor teams to be accredited.



What Topics does the Training Cover?

The Training curriculum and content has been approved by the GTDC Membership, which includes the world's largest distributors.

The key topics include:

Channel Dynamics & the Role of the Distributor – Clarifies the value of different types of distribution and sets the framework for what follows.

How the Distributor Business Model Works – Unlocks the financial dynamics which determine success for products, categories & vendors in distribution.

Margins & Profitability – Shows how understanding Contribution Profit unlocks all the levers of profitability.

Working Capital and the Cash-to-Cash Cycle – Unlocks the drivers of working capital and examines how small changes in Ts & Cs have big impact on cash and growth.

Productivity & Capital Efficiency Measures – Shows how to identify the winners, sleepers, traffic builders and losers in the category, product and customer portfolio.

Managing Growth – Reveals the linkage between profitability, working capital turn and capacity for growth.

The Anatomy of an Effective Distribution Program – Characterizes the elements that determine the success or failure of a vendor program in the distribution channel.

How to Sell to Distributors as a Vendor – Shows how to build compelling business cases for your overall value proposition and channel programs.

The Value of Distribution to a Vendor – Shows how distribution can improve the vendor's own Return on Capital Employed (ROCE).

New Consumption Models and XaaS in Distribution – Cloud services and XaaS is impacting the market today and distributors are driving it aggressively. Understand how you can help drive these new consumption models and what is required for success.



How is the GTDC Training Structured?

There are two courses, enabling participants to attain the two levels of the GTDC accreditation: The GTDC Certificate in Distribution and the GTDC Diploma in Distribution.

The **GTDC Certificate Course** is available in a modular, on-line self study format, accessible on PC, tablet or PDA. Highly interactive, it combines video, activities and quizzes to present the content in easily-digestible chunks. Taking about three to four hours to complete, participants can pause at any point and pick up where they left off. On completion of the course, participants can move seamlessly into the on-line exam to take the Certificate Accreditation.

Access to the on-line GTDC Certificate Course is at:

www.gtdctraining.com/online-courses/

The **GTDC Diploma Course** can be delivered in two formats: as a two-day face-to-face workshop or in fully virtual form, through a series of virtual classes and assignments. Whichever format, an in-house Diploma course is typically tailored for an individual vendor or distributor, and in face-to-face format it can be hosted on your own premises, an off-site venue, or—with agreement—the premises of a major distributor.

On occasion, Open Enrollment GTDC Diploma Courses are scheduled for a defined number of participants, either as a series of virtual classes or in face-to-face format at an independent location. Open Courses are available to anyone who is interested in securing individual accreditation, as well as providing a simple way for a company to assess the suitability of the Diploma course for a larger in-house team.



Who Delivers GTDC Diploma Classes?

GTDC Diploma live classes are delivered by a staff with over 30 years' experience in distribution and in equipping vendor account teams with advanced channel financial skills to give them a competitive edge in the channel. The faculty blends front-line consulting expertise and the experience of delivering thousands of workshops and webinars to channel professionals across the globe.

What Does the GTDC Training Cost?

The **GTDC Certificate Course** cost is US\$200 or €200, and can be paid on-line by credit card by [registering here](#). For volume purchases, invoices can be issued and pre-paid log-ins will be provided to your training co-ordinator.

For the **GTDC Diploma Course**, costs depend on venue, group size, and how much customization is requested to tailor the course to your specific needs (analyzing local distribution financials, highlighting your distribution programs to understand the financial impacts on your distribution partners, etc). A typical course that is run on your own premises includes 12–30 participants and can be priced per individual or per course. The cost is less than many generic Finance for Non-Financial Manager courses, which do not address the specifics of technology distribution and do not provide an accreditation recognized within the industry. Please contact GTDC for pricing.

To find out more about the GTDC Diploma please [contact us](#) today.



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