

Pathways Channel Leader Professional Designation

A professional development program for tomorrow's top channel professionals



The Voice of Technology Channel Professionals

Take Your Skills and Career to the Next Level: Become an Accredited Channel Leader Professional

In today's rapidly changing technology environment, it's essential for vendor employees and solution providers to understand channel fundamentals, strengthen channel skillsets and use this expertise to improve their organization's bottom line.

The Channel Leader Professional Designation program is designed for channel professionals who want to expand their careers, become channel leaders and be recognized for the organizational impact they drive.

To achieve certification and earn the Channel Leader Professional designation, participants must demonstrate superior understanding across eight pillars of competency. The training curriculum is designed to improve business acumen and sales results. This program is delivered through an online educational platform that allows participants to work at their own pace. Participants are tested on the eight competency pillars and awarded trust marks for achieving 80% in each area. Trust marks indicate business acumen, technology knowledge and hard and soft skills. Companies use trust marks to build customer confidence and increase conversion rates.

The Eight Competency Pillars

1. Strategy
2. Finance
3. Marketing
4. Channel building
5. Operations
6. Managing change
7. Leadership
8. Talent management

Benefits of the Channel Leader Professional Program

- Active learning and engagement through involvement with industry committees.
- Complimentary access to research funded by the Canadian Channel Chiefs Council.
- Discounted registration for relevant industry workshops.
- Improved peer-to-peer communication.
- Access to C4 mentorship program.
- Trust marks and professional designation upon successful completion of the program.

The Canadian Channel Chiefs Council (C4) is the voice of channel professionals in Canada. Membership is made up of IT vendors, solution providers and distributors on the front lines of solving major IT business challenges. The Channel Leader Professional Designation program is created and delivered by the Canadian Channel Chiefs Council (C4) in partnership with EQ Selling.

[REGISTER NOW](#)

\$625 for C4 members
\$1,250 for non-members

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