

# Customer Success Story

## EBM Coaching Programm for All for One Steeb Partners



### The Problem

Top SAP partners are partnering up with so-called “Extended Business Members” (EBM) who operate as separate partner company utilising the solutions of the SAP partner but help to increase growth, coverage and diversification. As top partners have multiple quite small EBM partners who operate in niche industries they need regular training & coaching. Especially the connection between theory and practice and the information exchange between EBM partners is an important issue.

### The Goal

With a specific coaching program EBM partners were able to attend a comprehensive training program which was a combination of introduction workshops as classroom trainings and bi-weekly virtual coaching sessions where partners had to prepare one specific task they received in the previous appointment. Covered topics included sales techniques, relationship management, presentation techniques, value analysis, etc. A social learning platform supported all participants in their learning process. Beside a training calendar and learning material the platform also offered a discussion forum where participants were able to exchange ideas with other participants and ask questions to the coaches.

### The Result

Participants were able to benefit and learn from best practises of other partners and the interactive elements of the program. Especially the task completion and role plays (virtual & classroom) were experienced very positively by attendees. Some EBM partners who participated in the EBM coaching program were furthermore even able to directly implement the learned techniques and have been successful in closing deals within the following weeks after the coaching program. Due to this All for One Steeb decided to continue the program for EBM partners within the next year again with slightly different topics.

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**24x7**

Access to a social learning platform  
with all material tasks and discussions



**3+3**

Classroom workshops and  
online coaching sessions



**8**

selected partner companies

“

We approached PDAgroup to develop a tailored program that ensures continuous coaching of our partners. This program was a stimulating sequence of classroom trainings and e-learning sessions with a high portion of interactivity. PDAgroup’s trainers did a great job in order to improve our partners’ sales performance. I strongly recommend this to all who want to get a holistic training program for their sales force.”

Detlef Mehlmann  
Head of Alliance Management  
All for One Steeb

**all for one**  
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