



Partner Enablement Team



Intermedia Intelligent Communications is an AI-powered unified communications and contact center software provider that sells almost entirely through partners. In fact, as much as 95% of its revenue flows through licensed resellers. That makes the Partner Enablement Team's training as much a revenue function as a learning one.

THE CHALLENGE

For years, partner training at Intermedia was ad hoc — marketing content, one-on-one coaching, whoever could step in. Then VP of Global Learning and Enablement Cameron Boswell was tasked with formalizing it into a true enablement program. He hired Elijah Navarro to help build it, but as the program matured, the two sensed something bigger was missing: a framework. Their flagship Sales Kickoff (SKO) ran six lecture-heavy hours — exhausting to sit through, with no way to measure whether it worked, and attendance never guaranteed.

THE SOLUTION

In fall 2025, Cameron, Elijah, and Training Specialists Amy Byrd and Emily Ivers attended BPG's Train-the-Trainer Boot Camp and found the framework they'd been searching for: the Participant-Centered Approach. Elijah began rewriting the SKO before the workshop ended. Days later, at a UK partner SKO, he tried an on-the-fly CORE energizer — and received the best feedback the team had ever gotten. That sealed the case for a full Participant-Centered redesign. "The biggest shift was moving the center of gravity from the instructor to the learner. This meant we needed to get serious about Need-to-Know versus Nice-to-Know. We stopped asking only whether we covered the material and started asking whether participants could actually use it."

"I was the one fighting the other leaders to limit your time for training my teams. . . turns out I just didn't realize what good training looked like, I'm happy I was overruled."

Thomas Brady, Vice President,
Sales

Key elements:

- 90/20/10 chunking: six lecture hours became four 90-minute blocks, with three 20-minute topics and participation every 10 minutes.
- Lecture swapped for Think-Pair-Share, Teachbacks, Kahoot, and tactile BPG tools — scented markers, foam dice, squish balls, a dot-reward system.
- near slide-free capstone Pre-Sales Discovery workshop — workbook, facilitator's guide, five exercises — timed before partners' sales blitz.
- A participant-centered rebuild of their virtual SKO after attending BPG's Interactive Virtual Trainer class in spring 2026.





THE RESULTS

The team delivers their Participant-Centered SKO to 25-30 partner organizations plus their internal sellers, equaling up to 700 attendees annually.

OUTCOMES:

- **Knowledge application** is up **30%** on pre- and post-training assessments.
- **Internal Intermedia** Salesforce rated their post-training confidence in sales execution, pipeline creation, deal progression, and customer conversations at an average **4.5/5**.
- **External Partner confidence** in selling Intermedia's products rose, on average, between **30-65%** in 2026.
- **Since 2019**, better-equipped partner sellers have driven more than **\$15 million** in net-new revenue. As the team puts it: "We don't carry the quota — we help the people who do."

"By designing learning experiences where participants think, discuss, and practice instead of simply listen, we transformed our SKO from a speaking event into a fully immersive experience. . . We are now seeing engaged learners bringing meaningful [sales] opportunities to the table during or directly after our SKOs."

Elijah Navarro,
Senior Manager, Partner Enablement,
Intermedia Intelligent Communications

30%

Increase in post-program
knowledge application



4.5/5

Internal salesforce's
confidence to sell

External partners'
confidence to sell

30-65%



\$15,000,000

in net-new revenue

