



Workshop Overview

When you do it right, Channel Management can increase your existing revenue streams and help generate additional revenue opportunities. Sales growth aside, the ultimate aim for any organisation is to develop a better relationship between the brand, product or service and the customer. The Channel Management process is paramount in achieving this by streamlining communications between the business and all its channels.



Benefits

This three-day workshop will equip delegates with the skills required to select the most appropriate distribution channel, motivate and influence partners, adopt the right marketing and communications required and ultimately forge greater relationships with stakeholders up and down the line.

Outcomes & Content

- ✓ Understand the channels and their issues
- ✓ Stakeholder management within channels
- ✓ Understand the demands of channel partner
- ✓ Identify key trends, opportunities, challenges
- ✓ Adopting a sales and marketing process
- ✓ Build strong partnerships
- ✓ Handle joint selling and marketing approaches
- ✓ Create distributor training programmes
- ✓ Develop and agree clear account plans
- ✓ Evaluation, reporting and feedback standards
- ✓ Agree and assess the performance criteria
- ✓ Setting ground rules for partnership selling
- ✓ Revise and optimise on a regular basis



Who should attend ?

The workshop is designed for VP's, Executives, Heads of Departments, Directors and senior and mid-level managers who are involved in the management of channel partners.

