

Channel Management

Building and sustaining long-term mutually rewarding channel partnerships

Detailed Program Agenda

Module 1: Starters – The Charter for Establishing and Managing Channel Partnerships

- Commitment to a channel program
- Channel partner selection
- Knowledge of the designated channel
- Types of channels – what is best for your business and customers
- A defined channel strategy
- A defined channel management process that is linked to the strategy
- Identified industry channel issues
- Identified the impact of industry channel issues
- Identified all channel resources and their role in the process
- Identified additional resources
- Developed goals and expectations for channel program

GROUP ACTIVITY 1: Ice breaker exercise – Group brainstorm on their current state of channel management

Module 2: Knowing Your Channel Partner

- Acknowledged congruence and incongruence of manufacturers, channel partners, and end-users in terms of their:
 - Focus
 - Business Environment
 - Priorities
 - Objectives
 - Motivations
 - Needs
- Identified channel partners' needs and expectations in regards to:
 - Responsiveness
 - Policy Flexibility
 - Product Line Flexibility
 - Sales and Marketing Support
 - Points of Contact
 - Pricing
 - Compensation and Incentive Programs

GROUP ACTIVITY 2: How participants are gathering, monitoring and utilizing existing channel partner knowledge

Module 3: Profiling your Commercial Channel Partners

- Have completed a business profile for each of your channel partners including:
 - General company information
 - Overview the environment/markets they operate in
 - Contact relationship profiles
 - Current vendor alliances
 - Competitor analysis
 - Buying profile (purchasing behaviour and patterns)
- Channel Management best practices – Customized tools:
 - Ideal Channel Partner Profile

Module 4: Aligning and Optimizing Your Channel Teams; Internally and Externally

- Profile of a highly successful Channel Manager
- Aligning your strategy to your customers
- Constructing a Cross-functional Team
- Marketing support for Channel Partners
- Engaging with a Channel Partner
- Channel Partner Communications Structure and Cadence
- Right resources/right activities; Utilizing a Channel Partner RACI (Responsible, Accountable, Consulted and Informed)

- Channel Management best practices – Customized tools:
 - Channel Partner Recruitment Process
 - Accelerating the On-Boarding Process

GROUP ACTIVITY 3: Building and leading your teams

Template Demonstration: Channel Partner Process and On-Boarding Process Checklist

Module 5: Determining the Mutual Value Proposition

- Providing value beyond product and price and have validated the economic value you provide to current channel partners
- How channel partners determine value
- Monetizing the value proposition and relationship

CASE STUDY EXERCISE: Determining and presenting positive mutual economic value

Module 6: Strategic Quality Partnership Plan

- Identified links (common points which offer potential for establishing a “business partnership”) with channel partners
- Identified gap which may inhibit the establishment of a “business partnership”
- Identified the pains, gains, and interests of our channel partners
- Established needs
- Identified opportunities for a “business partnership”, including key contacts and relationships we need to establish
- Chosen a strategic option (acquire, maintain, maintain / minimize losses, expand) and have mapped a strategy to that option
- Engaged the channel partner to implement the strategy
- Continue to support and follow-up with the channel partner

GROUP ACTIVITY 4: Group brainstorm on their current state of channel management

Module 7: Negotiating WIN/WIN Partnerships

- Knowledge and Impact as the basis for negotiations
- Bundling and unbundling
- Utilizing a negotiating model
- Arriving at WIN/WIN outcomes

GROUP ACTIVITY 5: Role play a channel partner negotiating situation

Module 8: Performance Measurements and Metrics

- Key elements of channel management / relationship dashboard
- Voice of distributor facts / insights
- Channel Management best practices – Customized tools:
 - Channel Partner Evaluation/Ranking
 - Partner Performance Metrics
 - Internal Account Reviews
 - External Account Reviews

LIVE DEMONSTRATION: Channel Partner Evaluation Model

GROUP ACTIVITY 6: Tailoring the right dashboard for your channel partnerships

CASE STUDY: How UPS Logistics Technologies upgraded the performance of existing channel partners and recruited high performance partners to expand globally.

Testimonials from the Trainer's Programs

"Our rapid growth made training our sales force virtually impossible - or so we thought. The trainer and his company was able to solve every problem in less than 90 days."
-- DELL COMPUTER, Manager, Worldwide Training Operations

"The trainer's company was very successful in management and facilitating training for approximately 200+ sales representatives and senior level management. They did this within just a few months. Because our product was a new one, we were very demanding and they were able to meet our deadlines. Our sales success is thanks to trainer's company's excellent training and presentation style."
-- NORTEL, Marketing

"I was really impressed with the program and presentation at the branch manager's meeting. I have seen a lot of presentations, but I must say, yours is one of the better, if not the best, I've had the pleasure of seeing." -- THE WILLIAMS SCOTSMAN GROUP, President/CEO

"When we originally talked with the trainer's company and they told us we could expect to close accounts within a relatively short period of time and better manage our existing accounts I was doubtful. We are receiving payoffs that were advertised. We are getting the benefits plus more at a fraction of the cost compared to other solutions." -- General Electric Betz (became GE Water Technologies), Director of Global Corporate Sales

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Why Should I Attend?

- Discover the Channel Management best practices that will enable you to expand your business and grow critical relationships and revenues
- Master processes, methods and skills that will help you create additional competitive advantages within your channel structure
- Explore ways to accelerate revenue flow through high performance channel partners
- Examine how to expand geographic and target market coverage to reach all possible customers
- Measure and analyse Channel Partner performance, eliminating underperforming partners and maximizing customer satisfaction and growth

How Will I Benefit?

- Greater ability to more effectively connect to the distributor by understanding their business needs, motivators and success metrics
- Enhanced capability to establish a higher degree of relevancy by positioning solutions that address the partners top priorities
- The channel team; internal and external alignment
- Practical methods and practices to positively monetize the relationship – positive economic impact
- Detailed work-stream process for creating and negotiating a co-creating and collaborative engagement relationship environment that results in a mutually rewarding partnership

The Course:

Most business markets today are being served and dominated by some form of distribution channel with many competing distribution organizations. Knowledge of the inner workings and business drivers of these organizations is a must to ultimately establish mutually rewarding partnerships.

This program, based on many years of channel experiences, enables participants to obtain important and relevant knowledge that will be required to successfully engage with, manage and optimize channel partnerships.

Free Templates

- Channel Management Plan
- Economic Value Proposition Model
- Partner Evaluation and Ranking Model
- Recruitment Checklist
- Channel Partner On-boarding Process Checklist

IMPORTANT: To translate and expedite classroom learning to real-life applications, participants are HIGHLY ENCOURAGED bringing their own laptops.

Pre-Course Questionnaire

As part of our effort to ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Who Should Attend?

CEOs, COOs, EDs, Directors, SVPs, VPs, General Managers, Senior Managers, Managers, Consultants and any person directly involved in the management of any distribution channel partners as well as leaders that are accountable for distribution managers or those support team members for same channel partners.

Trainer's Profile

The trainer's core expertise is to help clients develop effective processes and methodologies to enhance their relationships with key accounts and grow revenue. A global business strategist, he has developed high-performing programs for multinational clients in the areas of Key Account Management best practices, Metric Based Strategic Account Planning, Account Segmentation, and Customer Loyalty.

Before joining the current consulting firm, the trainer's career included:

- Vice President, Business Development for UPS Logistics Technologies, Inc. (a subsidiary of United Parcel Service)
- Senior Vice President, Sales and Marketing for Fortress International Group, a global technology consulting and engineering firm specializing in mission critical datacenter infrastructure.
- Implementing innovative sales and account management initiatives in collaboration with firms such as Unilever, Coca-Cola, Nestle, Pepsi-Cola, Frito-Lay, Colgate-Palmolive, 3M, Ingersoll Rand, and Kraft Foods.
- Being interviewed and quoted in major international trade journals and speaking at several industry conferences globally.

Trainer holds a Bachelor of Science in Business Administration from the University of Maryland, an MBA with a concentration in marketing and finance from Loyola University and has completed graduate studies in International Business at The George Washington University in Washington, DC.