

• Part 1: Prerequisites for Effective Channel Sales

- Background to Channel Development
- Process of going global - Strategy based steps in building partnerships & channels
- Choosing the best target markets
 - Testing of competitiveness and market match
 - How to choose the right markets
- Understanding the market – why is it important for the manufacturer/principal, why can't we simply rely on our channel partners?
- Channel selection
 - Alternative channels
- Social Selling, the role of digital marketing in channel sales
- Most typical partner engagement pitfalls

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• Part 2: Solutions for Channel Development & Management

- Channel management challenges without having executive powers (motivating, influencing, cultural differences)
- Channel management & partner collaboration - choosing the best methods
 - Channel strategy and Channel Concept
 - Design of Channel Deliverables
 - Design of the Ideal Partner Profile
 - Design of Channel Partner Value Proposition
 - Channel selection
 - Joint Market Development Plan
 - Follow-up and partner support
 - Some key principles on Channel Partner Management
 - Joint target setting with Channel Partners
 - Sales funnel management
 - Digital tools for channel partner management & collaboration

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