

Distribution/Channel Management

Background

Under the fierce competition, there are many companies to proceed the transformation of the sales team and distributors/dealers. Compare to the distributors/dealers, the internal sales team is relative easier to handle, if the goals, strategies and supports are right.

There is very tough to deal with outside distributors or dealers. Distributors or dealers, they work for their own agenda or priority. Each distributor/dealer has their own opinion which worse the situation. However, distributors/dealers are the inevitable growth engine for most of the companies. That is always huge challenge for the ambitious companies.

Those challenges are:

- How to decide strategy for appropriate channel coverage?
- How to search the good prospect distributor?
- How to make a workable sales forecast?
- How to recruit targeted prospect distributor?
- How to generate the quick revenue after the contract signed?
- How to enforce the distributors to make commitment on the request quota?
- How to ask distributor to take action on those strategic action, which won't make money in short term?
- How to request distributors to improve their service level?
- How to invite distributor to pay A/R on time?
- How to motivate distributors to grow the sales in short period?
- How to stop the channel conflict?
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In this training program, start from the basic concept of distribution management with the tools, to lead the participants work on their own challenge, to design the workable systems and processes of the distribution management. The systems and processes should consider the current challenges and the future trend at the same time. The training program will help the participants to familiar with the materials and tools, to apply the learning to their own business practice, the reap the fruits from the nurturing on the distribution management.

There are 11 steps for the whole distribution management, which start from the corporate strategy, define the positioning from the market research, screen the prospect from the selection criteria, and search the prospect distributors, and make professional pre-

sentation, manage the activity for distributors' performance, and motivation and management the grow and avoidance of the conflict.

Each company has different kinds of challenge, hence this program need certain level of customization. The content will be changed according to different participants. As the variety of the situation/challenge, which will make the program to be academic easily. As Vincent has more than 20 years of experience on channel management for various industries with prior interview with stakeholders, Vincent will adjust the content and tools to address the issues properly, to generate high training performance.

Learning Process

In the course, there will be involved with variety of activities to ensure the participants' learning performance, the learning process as below:

- The basic features and function of distributor
- To understand how to select and recruit class a distributors
- To manage distributors' business plan, objectives and performance
- To learn how to evaluate the distributor with tools
- To setup the process for the distribution management

Benefits

After the course, participants will learn:

- How the distribution management works from the perspective of end buyers, distributors, and principles?
- To learn how to decide and manage the channel coverage strategy
- To have overview on the cycle of distribution management
- To learn how the environment affect the distribution strategy
- To identify the sources of prospect, and to recruit identified prospect distributors
- To facilitate the revenue generation after the contract signed
- To master the distributors' performance, to push the revenue growth with plan
- To motivate the distributor and manage the channel conflict

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Module	Outline	Time (m)	Activity
Introduction	<ul style="list-style-type: none"> • Opening by host • Ice breaking • Ground rules • Overview of the program • Activity: What is the challenge? 	30	<ul style="list-style-type: none"> • Lecture • Small game • Group discussion
Module 1 Key concept of distribution management	<ul style="list-style-type: none"> • Objective: Introduction of the evolution of the distribution and the basic theory • what is channel • evolution of channel structure • the importance of distributor for end buyers • how to analyze the importance of principle for distributors • the selection criteria for the principle for distributors • to define the coverage guideline • the 11 steps to build distribution system • Activity: to define the practice of coverage guideline 	90	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion and presentation • Tools: Channel Coverage Sheet
第二单元 Module 2 市场分析 Market analysis	<ul style="list-style-type: none"> • Objective: Start from the market analysis and competition, to analyze the end buyer's behavior, then the sales forecast • to analyze the market environment as the base for the distribution management • 3 steps for the competition analysis • Consumer analysis • The difference between sales forecast and sales goal • Activity: <ul style="list-style-type: none"> - Market analysis, or - Analysis of the differentiation 	120	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion and presentation • Tools: SWOT analysis
Module 3 selection and recruitment of distributors	<ul style="list-style-type: none"> • Objective: to master the process of channel development • the reason of failed distribution management • to select the criteria for selection • the path to find potential distributor • 5 steps to recruit • to prepare your policy for distributors • confirm the support from corporate • the presentation for the potential distributors 	180	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion and presentation • Tools: <ul style="list-style-type: none"> - Selection Criteria List - Channel Policy List

	<ul style="list-style-type: none"> • contracting and relationship building • Activity: <ul style="list-style-type: none"> - Selection criteria for distributor recruitment - To define the policy for distribution management - Role play for the presentation to potential distributor 		
Module 4 manage the distributor	<ul style="list-style-type: none"> • Objective: To master the distributors' performance, to push the revenue growth with plan • basic concept • on boarding of the new distributor • 5 ways to build the relationship • 4 types of effective communication with distributors • to develop the Joint Business Plan, the process and practice • how to win the commitment from distributors • Activity: <ul style="list-style-type: none"> - Review the on boarding process - Role play for the dealer meeting 	180	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion and presentation • Tools: <ul style="list-style-type: none"> - On boarding process - Meeting agenda
Module 5 channel conflict and incentive plan	<ul style="list-style-type: none"> • Objective: To motivate the distributor and manage the channel conflict • management of channel conflict • motivation for distributors • Push strategy • Pull strategy • Activity: <ul style="list-style-type: none"> - Design your annual incentive program 	180	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion and presentation • Tools: <ul style="list-style-type: none"> - Motivation list for distributors
	Total training time		13:00
Break time : 15 min per am/pm Lunch hour : 1 hour			