



MKG-119 - Distribution Channel Strategy and Management

Description

A 5-day training course to equip participants with the tools and methods to develop a distribution/channel strategy, and to select, manage and monitor a distribution channel. Channel agreement negotiation and channel conflict are also covered.

Objectives

- Understand how to develop a channel strategy by considering external and internal factors
- Analyze the different steps to select channels members within a distribution channel
- Understand how to motivate distribution channels
- Provide the necessary tools to manage and monitor distribution channels
- Review the strategies and concepts involved in resolution of channel conflict
- Practice negotiation skills
- Learn how to apply key knowledge for the successful management of channels

Topics

Overview of global and competitive telecom environment

Review of key marketing, sales, and distribution concepts

- Relationship between types of planning
- Marketing mix
- Customer buying behaviour
- Value creation and value proposition
- Competitive strategy and tactics
- Happy customers
- Importance and functions of distribution channels

Channel design

- Types of distribution channels
- Identifying and choosing the right distribution channels
- Channel life cycle

Overview - developing a channel strategy

- Developing a channel strategy
- Environmental assessment
- SWOT analysis
- Target market – customer profile
- Competitive analysis
- Legal and regulatory factors

Selecting channel members within a distribution channel

- Channel selection criteria
- Market coverage
- Cost, margin and profitability
- Competition
- Convenience and ease of use
- Synergy and compatibility
- Reputation, trust, confidence
- Motivation
- Sales performance, sales forecast
- Contracts
- Working with channels – negotiation skills

Managing & monitoring distribution channels

- Channel value proposition
- Managing channel behaviour
- Inventory management
- Analysis and measurement of channel performance
- Maximizing effectiveness of distribution channels

Motivating channel members

- Motivating channel members
- Incentives, competitions
- Training and communication
- Revenue to channels versus the competition
- Point of sale advertising and promotion

Channel conflict resolution

Account management of channels

- Selection and management of channel management staff
- Sales objectives - linkages to business and marketing strategy
- Managing channels and territories, setting quotas
- Compensation, motivation and retention of sales staff

Target Audience

- Telecommunications managers and senior personnel responsible for distribution, marketing and sales
- Managers looking to complement their skill-set by gaining a deeper understanding of distribution channel strategy & management

Methodology

Neotelis Virtual Classroom Trainings combine real-time (live) Virtual Classroom sessions on a web-based videoconferencing platform with an expert trainer and off-line activities in-between live sessions. Presentations, workshops, case studies, and discussions on real-life situations faced by participants, as well as videos, whiteboards, quizzes and questionnaires are all used to engage participants and enhance their learning experience.

The training material is designed to provide practical tools which can be immediately applied in a work environment, and the complete material is provided to all participants for future reference and follow-up action plans.

Access to Neotelis Virtual Classroom Trainings requires a computer, a webcam, a headset and microphone and a stable internet connection.

Location

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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