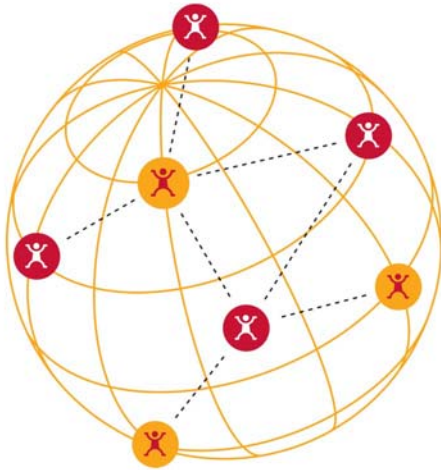


TRAINING COURSE OUTLINE



MKG-119E **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 and managers looking to complement their skill-set by gaining a deeper understanding of distribution channel strategy & management



METHODOLOGY

Our training courses combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our training courses are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead training courses at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

