



MKG-119 - Distribution Channel Strategy and Management

Description

This course is also available as a live distance learning course

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

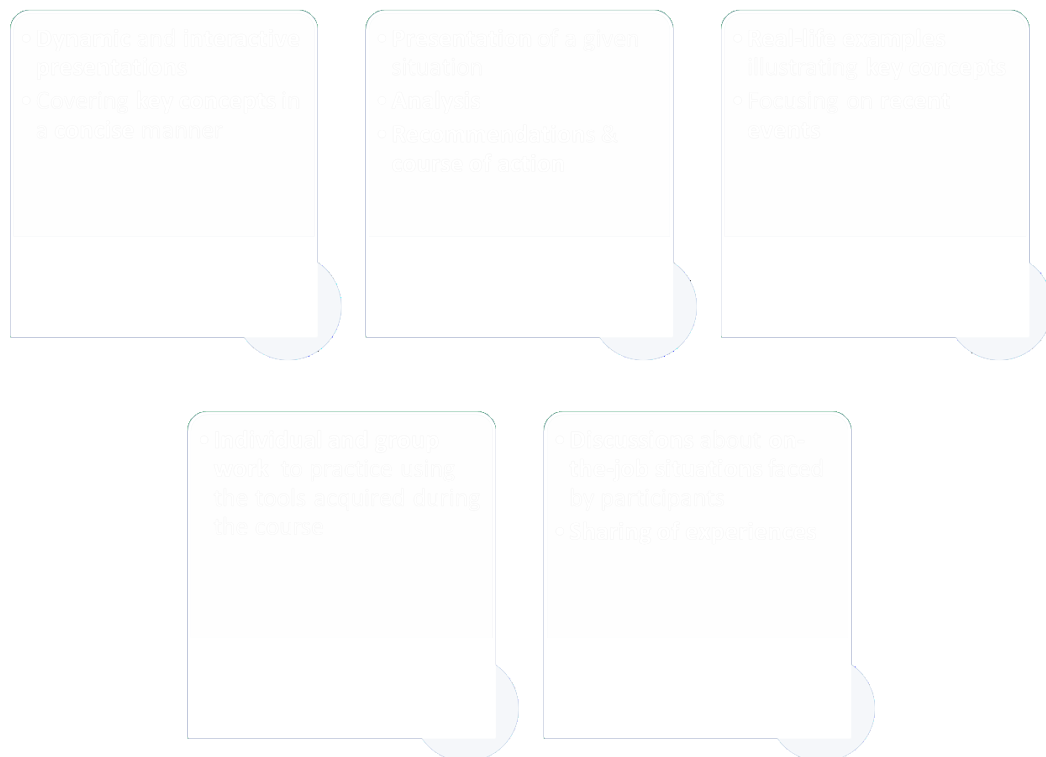
- Selection and management of channel management staff
- Sales objectives - linkages to business and marketing strategy
- Managing channels and territories, setting quotas
- Compensation, motivation and retention of sales staff

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

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.

Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

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.

... Telecom Leaders Use Neotelis. Don't Get Left Behind! ...

Bell



vodacom



هيئة الاتصالات وتقنية المعلومات
Communications & Information
Technology Commission

ooredoo



TELECOMMUNICATIONS AUTHORITY
of Trinidad & Tobago



orange™



Autorité de Régulation des
Télécommunications et des Postes

CRTC
Canada

tigo



Digicel

stc

zain



هيئة تنظيم الاتصالات
Telecommunications Regulatory Authority



etisalat

4802 de Verdun St, Office #1, Montreal, QC, H4G 1N1 Canada

Tel: +1 514 281 1211 Fax: +1 514 281 2005

info@neotelis.com