



DISTRIBUTION CHANNELS: Optimizing Market Penetration

Course Introduction:

Without a well-designed and managed distribution strategy for going to market, your company's product and marketing efforts can face inefficiency and disruption up and down the line. In this intensive program, highly regarded authorities in the field show you how to design, develop maintain and manage productive go-to-market relationships to create a sustainable competitive advantage. You'll learn how to use a proven framework to synergize marketing and sales efforts, regardless of your business model and channel dynamics. Consumer goods and services companies selling through wholesalers and retailers, business-to-business firms working through independent distributors and sales representatives, retailers seeking to improve efficiency in an increasingly competitive marketplace, and intermediaries seeking to preserve their role in an increasingly fluid channel structure can all benefit from the tools and content in this course.

Course Objectives:

By the end of the program, participants will be able to:

- Understand the distribution channel dynamics and how it fits the overall product marketing mix.
- Assess and select the most strategic value-added partnerships that complement core marketing activities.
- Define the most effective distribution channel strategies that enhance the go-to market models.
- Develop the collaborative distribution channel approaches that provide broader market coverage and consumer reach.
- Manage and measure the distribution channel effectiveness and delivery capabilities.

Who Should Attend?

Sales and marketing staff and executives who wish to interact more effectively with distribution channels, and optimize product and services market penetration and consumer coverage. In addition, this program is geared toward organizations and companies that are establishing new market presence and need an in-depth view of the distribution channel business. The program is also designed for channel managers and professionals who want to refresh and develop new techniques when it comes to managing distribution channels.

Course Outline:

Introduction to Distribution Channels

- Market Analysis: What Does the Market Want?

- What Is Your Go-To Market Strategy?

Distribution Channel Mix

- Going Back to Basics (The 7 Ps)
- Direct versus Indirect Market Coverage
- Understanding the Different Models of Distribution Channels

Distribution Channel Selection and Foreseeable Concerns

- Key Selection Criteria to Consider
- Engaging New Distribution Channels
- Risks and Opportunities Associated with Distribution Channels
- Business Conflicts Around:
 - Purchasing Agreements
 - Product Lifecycles
 - Marketing Campaigns
 - Product Support

Distribution Channel Support

- Introducing Collaborative Marketing
- When to Apply the Push versus Pull Models
- Gauging the Right Parameters
- Activating the Relevant Business Tools

Financial Considerations

- Managing Receivables and Credit Terms
- Dealing with Margin Discussions
- Reducing the Levels of Risk Exposure
- Leveraging Warranty and Services Terms and Conditions
- Handling Customs and Duty Fees
- Optimizing Rebates and Discounts to Secure a Larger
- Piece of the Market Pie

Distribution Channel Marketing

- Interacting with the Market Dynamics
- Distribution Channel Marketing Techniques
- How to Best Co-Develop Business
- How to Protect the Brand

- Getting the Most out of Marketing Funds
- Market Representations and Customer Perceptions

Managing the Distribution Channel Relationship

- The Need for Structured Planning Cycles
- The Importance of Training and Education
- Managing the Competitive Landscape
- Understanding the Legal and Contractual Elements

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

