

**Distribution Channel Management: Creating Go-to-Market Growth Strategies, Short Course**

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.

**Overview**

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.

###### **Key benefits**

1. Learn methodologies and tools that will help you select channel intensity and appropriate partners, design incentives, and resolve conflict
2. Improve the effectiveness and efficiency of channel activities by leveraging emerging technologies
3. Manage your hybrid channel system in light of Omni-channel customer behaviour

###### **Upcoming Sessions**

* May 7- 11
* July 2 – 6
* September 17-21
* November 12- 16

## **Programme Structure**

**Assessing Channel Benefit Demands**

1. Learn how your customers buy, not just what they buy
2. Identify which channel benefits matter in your market
3. Use channel benefit demands for effective distribution channel design
4. Target the highest potential channel segments in your market

**Optimizing Your Channel Structure to Meet End-Users’ Demands**

1. Choose the right channel intermediaries
2. Use multi-channel strategies to match end-users’ shopping behaviors
3. Allocate channel functions to specific channel members
4. Integrate your supply chain with your distribution and go-to-market approach

**Assessing Gaps in the Current Channel Strategy**

1. Define the constraints limiting your optimal channel design
2. Identify the resulting channel gaps
3. Apply effective strategies to close channel gaps and align your channel

**Using Channel Power to Influence Channel Partners’ Behavior**

1. Identify bases of channel power as a means of influence and a strategic corporate asset
2. Employ your power sources to manage your channel and influence productive change

**Using Channel Power to Influence Channel Partners’ Behavior**

1. Channel power as a means of influence and an investment in profitability
2. Sources and uses of channel power

**Identifying and Managing Channel Conflict**

1. Establish the main types of channel conflict in both uni- and multi-channel structures
2. Assess potential conflicts and prevent their development
3. Learn how to use your power sources to manage ongoing channel conflict

**Using the Channel Audit Toolkit**

1. Identify your channel system challenges and apply course tools to meet them
2. See other examples of channel audits that exemplify what you can take away from the program

## **Audience**

1. Senior executives – managers, directors and vice presidents – responsible for creating and managing channels of distribution in manufacturing, wholesale, retail, and service firms
2. Other senior leaders with strategic go-to-market responsibilities

## **Detailed Programme Facts**

* Deadline and start date
* Programme intensity : Full-time
* Full-time duration : 5 day
* **Course Details**

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| **Course Start Date** |  |
| **Course End Date** |  |
| **Price Per Person**  | **$ 3 820-00** |
| **Accommodation** | **$ 1 200-00 Per delegate for six days including bed and breakfast** |
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