

# SELLING THROUGH DISTRIBUTORS

## COURSE OVERVIEW

### Motivate your channel partners to promote your business profitably

- Improve business performance by positively influencing your channel partners to sell more of your products and services.
- Produce business plans that win commitment from your distributor channels – target key elements and present them effectively
- Use KPI's to monitor targets and activity
- Implement effective distributor training programmes
- Act as a business advisor to your partners

Selling through a team or organisation that is not directly under your control presents special challenges. The key is to have a mutually beneficial strategy that generates win-win for both parties and excellent relationships management skills.

Selling Through Distributors provides unique insight and practical skills that will help you to motivate and manage your channels to achieve outstanding results

Whether you're new to channel management, or experienced, this in-depth and practical programme gives you the tools you'll need to help your distributor networks develop profitable business for them and for you.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).



**Scheduled Virtual Classroom: £1,299 +VAT**

**Also available as an in-company tailored programme**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Experienced and newly appointed export/channel managers or sales executives involved in selling products and services through a distributor network.

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Recruit the right channel partners – identify characteristics of a 'dream distributor' to match your own channel portfolio
- Produce and present business plans that win commitment from your channel partners
- Define what your distributor should know and pass on these insights to ensure their success
- Motivate your distributors for a win-win outcome
- Apply the principles of Partnership Selling – including making joint calls and coaching
- Effectively monitor your channel partners – understand the importance of KPI's in channel management to monitor activity and targets
- Become a flexible and effective channel manager – understand that different channels need different management styles
- Implement effective distributor training programmes
- Act as a trusted business advisor to your channel partner