

Channel Sales 90 Day Blueprint Checklist

Goals:

- Increase dealer sales by 20% in 90 days
- Improve dealer alignment with company objectives
- Strengthen marketing support for dealers
- Provide an action plan for channel managers

Actions:

Phase 1: Assess and Motivate (Days 1-30)

_____ Visit and review dealers: Embark on a journey to each dealer's domain, uncovering their unique strengths and weaknesses, and weaving these insights into a tapestry perfectly aligned with our company goals. (**Action:** Schedule visits by Day 7)

_____ Develop dealer profiles: Create detailed profiles outlining dealer capabilities, target markets, and potential areas for improvement. (**Action:** Complete profiles by Day 15)

_____ Implement Q1 2024 Sales Incentive Program: Launch clear revenue targets and attractive rewards for exceeding goals. (**Action:** Announce program by Day 20)

_____ Provide sales training: Offer workshops and resources to enhance dealer selling skills and product knowledge. (**Action:** Schedule the first training session by Day 30)

Phase 2: Empower and Amplify (Days 31-60)

_____ Distribute marketing kits: Share branded materials, templates, and campaigns to boost dealer marketing efforts. (**Action:** Begin delivery by Day 45)

_____ Launch co-branded campaigns: Partner with dealers on local marketing initiatives like trade shows and events. (**Action:** Identify collaboration opportunities by Day 50)

_____ Offer co-funding for marketing campaigns: Inject a surge of financial support to turbocharge the dealer's marketing impact, transforming their outreach from a whisper into a roar. (**Action:** Define funding structure by Day 55)

_____ Implement a customer referral program: Encourage dealers to refer new customers through incentives and rewards. (**Action:** Roll out the program by Day 60)

Phase 3: Track and Celebrate (Days 61-90)

_____ Monitor progress: Regularly track dealer performance against goals and program participation. (**Action:** Establish reporting system by Day 70)

_____ Provide ongoing support: Offer dealers coaching, mentorship, and problem-solving assistance. (**Action:** Develop support channels by Day 75)

_____ Recognize and reward top performers: Publicly acknowledge and celebrate dealers exceeding expectations. (**Action:** Host recognition event by Day 85)

_____ Refine and adjust: Analyze results and adapt the program based on learning and success. (**Action:** Implement improvements by Day 90)

Measurement:

- _____ Track dealer sales volume and growth rate
- _____ Monitor participation in incentive programs and marketing initiatives
- _____ Measure customer acquisition cost and referral program outcomes
- _____ Conduct dealer satisfaction surveys

Remember:

As you embark on this 90-day journey filled with immense potential, approach it with an openness to refine strategies by continuously incorporating feedback from your trusted dealer network.

At Riodatos, we specialize in implementing these strategies to their fullest potential. If you're looking to revolutionize your channel sales and achieve excellence within 90 days, consider partnering with us. Our expertise in dealer optimization, strategic incentives, and comprehensive marketing support is designed to elevate your channel sales to new heights. Contact us to start your transformative journey today.