



# CHANNEL MANAGEMENT

ARISTOTLE ACADEMY

*How do you approach channel sales development?  
How would you describe the relationships in your sales channels?  
Do you have the best channel account plan you could have?*

## Approach

This training is for those responsible for the increasing sales in different and diverse sales channels. This training is highly participative with a focus on leveraging the participants experience in channel sales. The programme balances a strong theoretical base, with practical real-time experience of the challenges faced.

## Key Topics

- Channel Management
- Stakeholder Relationships
- Building Partnerships
- Setting Service Standards
- Account Planning

## Training Objectives

At the end of this programme, you will be able to:

1. Understand the different channels, and identify key issues involved in channel development
2. Understand the psychology of the relationship between channel stakeholders
3. Identify the needs of channel partners & customers
4. Build a partnership in different channels
5. Set customer service standards.
6. Develop clear account plans for partners.
7. Evaluate channel performance

## Duration

Two Days

If you would like to discuss any one of our programmes  
please call on +44(0)7803 299337 or email: [info@craighilesconsulting.com](mailto:info@craighilesconsulting.com)



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## Programme Schedule

### Day One

#### Welcome & Introduction

- Programme Objectives
- Personal Objectives

#### Channel Distribution Management

##### Existing Channels to Market

- SWOT Analysis
- Build on Strengths
- Next Steps

##### Identifying New & Difference Channels

- Channel Sales
- Innovation
- Decision Filters
- Determine Your Strategy

##### Stakeholder Needs Analysis

- The IDEA Model
- Needs Analysis
- Action Planning

##### Personal Action Planning

Reflection, Discussion & Action

### Day Two

#### Welcome Back & Review

##### How to Build Relationships

- Rapport
- Language & Behaviour Patterns
- Win-Win Agreements

##### Setting Service Standards

- Setting Goals
- Prioritising
- SLA's & KPI's

##### Account Planning

- Structure And Design
- Establishing Account Plans
- Monitoring & Evaluating

##### Personal Action Planning

Reflection, Discussion & Action

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