

## TWO TIER DISTRIBUTION MODEL STRATEGY DEVELOPMENT

Selling Your Solution Offerings Through Proven Channel Leaders

Establishing a strategic partnership with a distribution company helps accelerate your partnering efforts by providing instant access to tens of thousands of resellers. Distributors have established relationships with a diverse portfolio of partners and can facilitate introductions and streamline your partner operations. Most importantly, distribution channels employ a cost effective business model enabling your teams to focus on engaging with strategic partners to positively impact your revenues and profitability.

Indirectly helps you realize the potential of expanding your solution accessibility and market acceptance through strategic partnerships with key distributors. We will show you how to best leverage a two-tier business model and get connected with a distribution partner that will align to your solution offerings.



### Our Two Tier Distribution Model Strategy Development service includes:

- A two-tier distribution strategy and implementation plan
- Profiles, messaging, and unique value proposition to recruit target partners
- Recommendations for negotiating distributor contracts and partner agreements
- Suggestions for streamlining partner operations and program offerings leveraging a two tier model
- Engagement best practices and insights to maximize sales performance utilizing a two-tier distribution model
- Periodic distribution updates and check-in calls to review progress and address questions

*“Indirectly represents all that product management and company management can expect from an international channel leader; Intuitive and market savvy planning and relentless execution”*

**Contact Indirectly Inc. for pricing and complete details**