Distribution Channel Sales and Marketing Management

Building End-User Territory Dominance through Dealers, Distributors, and Reps

What's more important… the product or the distribution channel?

In today's ultra-competitive world, territory dominance requires carefully optimized distribution channels. The role of dealers, distributors, wholesalers, and reps are in constant flux. Channel partners are often at cross-purposes, pursuing their own best interests rather than yours or your customers'. In this seminar, participants learn strategies and tactics to manage dealers, leverage potential, and dominate targeted territories and markets.

Designed for seasoned sales and marketing professionals, topics include: profiling markets, ranking potential, targeting growth, managing dealer relationships, rapid account penetration techniques, new dealer strategies, dealing with mass customization, strategies for second- and third-tier product lines, creating an actionable territory domination plan, and identifying your next 90 day implementation activities.

Format

This content can be tailored for your organization and distribution channel objectives. Formats range from a two-hour strategy sessions up to a two-day, in-depth sales management seminars.

Speaker Biography

Ron Black is the founder of nine businesses, a four-time turnaround executive, and Fortune 500 sales and marketing VP who knows what it takes to lead organizations through growth, turbulence and change. He's consulted to over 250 start-up businesses, authored two books published by Penguin Putnam and MacMillan Press, and spoken to over 1500 groups in 47 of the United States, throughout Canada and Australia, in Bogotá, Columbia and Moscow, Russia.

His client list includes notable organizations such as UCLA, INTEL, Boeing, Association of Equipment Manufacturers, Atlas Copco, Sullair, Fairbanks Scales, Thermo-Fisher Scientific, AMGEN, ADT Tyco, Honeywell, Lockheed Martin, US Army Special Forces Operations Command, Defense Intelligence Agency, and many others.

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