

Training Outline

Industrial Channel and Distribution Management

Session 1: How to program our channel

- ◇ Six factors which can influence our channel programming:
Clients/Products/Manufacturers/Distributors/Competitors/Environment
- ◇ Three principles to evaluate our channel program
- ◇ Program tools and detail methods
- ◇ Case discussion

Session2: Select your distributors

- ◇ Four essential concepts to select your distributors
- ◇ Six standards to select your distributors:
Sense/Strength/Marketing Capabilities/Management Capabilities/
Public Praise/Will to corporation
- ◇ Five steps to select your distributors
- ◇ Case discussion

Session3: Negotiate with your distributors

- ◇ Essential strategies for sales negotiation
- ◇ Four steps to negotiate with your distributors
- ◇ Case discussion

Session4: Distributor's daily visit and management

- ◇ Principle: Contacting and visiting them regularly
- ◇ Six steps to visit your distributors:
Sales preparation and furthering your understanding with local market
Advertising the policy of your company and solving complains
Checking inventories and recommending orders
Visiting your ender users
Helping your clients build the network
Brainwashing your clients and improving their management
- ◇ Case discussion

Session 5: Making the distributor policy

- ◇ Five principles to make the sales policy: Price, Rebate, Collecting Accounts
Receivables, Price Protection, Market
- ◇ The characteristic and using skills of price policy
- ◇ The advantage and disadvantage of several rebate policy

Session 6: How to control our distributors

- ◇ The detail concepts and six methods to control our distributors:
Idea/Brand/Service/Conflicts/Enders Users/Benefits
- ◇ Controlling the conflicts
Dealing with three kinds of different conflicts
Ten methods to solve region conflicts
- ◇ Controlling ender users—Professional ender user visiting method
(Relationship/Key person/Spin Consulting Skills)
- ◇ Case discussion