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Engaging the Channel

Course Overview

Distributors enable you to contact and service an enormous number of customers. Without Distributors you would need to hire more account managers, acquire additional offices and invest in more resources.

There is no doubt that Distributors help us to broaden our customer base, increase our sales and provide a better service. Distributors also carry some of the risk involved in dealing with customers.

So the way that we communicate with, engage, build relationships with and work with our Distributors is essential.

If we are good at working with our distribution partners – then we will drive the business forward and enjoy mutual success.

Approach

The training course consists of continuous sequences of explanation, interaction and practical exercise.

Duration

2 Days

Training Objectives

- Understand the role of the Distributor more fully.
- Business plan with Distributors.
- Consider their approach when dealing with Distributors and develop it and refine it so that it becomes a competitive advantage.
- Carry out effective channel business reviews.
- Analyse channel performance.
- Look at ways of developing the Distributor business – and move it forward.
- Deal with problems and challenges with Distributors more effectively

Course Outline

- The importance of the distributor
- Pareto's Law - The 80 / 20 Rule
- The big question - Are you making the most of your distributors?
- Why you should arrange regular channel reviews
- Analysing distributor performance - financial and non-financial
- Agreeing where you are and where you want to go
- Providing solutions
- Support services
- Developing an action plan
- Engaging the channel
- Partnering for progress - your role in their future

Program Schedule



Day One

Welcome & Introduction

The role of the distributor

- What value do we get from dealers?
- How do they help us achieve our business goals?
- How much revenue do they generate?
- What activities do they do that we don't?
- How does this help us?
- Where do they compliment us?
- Where do we work well together?

What are my Channel challenges?

- Service, Brand and Reputation
- New Business Development
- Managing High end customers
- Managing Lower end customers

'What do I want to achieve?'

- Where are we now
- Where are we going
- How will we get there
- How will we know when we have arrived

Profiling your dealers

- The Champion, a Prodigy, a team player, an Apprentice

Different approaches for the different characters on the matrix

- Dealer reviews
- Problem solving
- Negotiation
- Driving Performance

Personal Action Planning

Day Two

Welcome Back

Understanding a dealers business

Running a dealer review

- Pre-call
- Opening
- Reminder of the plan
- Discussion of challenges
- Exploring options
- Negotiation
- Agreement
- Any other business
- Next steps

Problem solving and providing solutions

Engagement techniques

- Elevator pitch exercise
- New business exercise
- Personal Action Planning
- Preparation for Effective Sales



- "Launch" Preparation
- Gathering Client Information
- Gathering Information on the Current Market Situation
- Organizing and Scheduling Meetings
- Reminding the Client
- A Concise Presentation
- Defining the Goal of the Sales Visit

Opening Sales Visit

- Meeting the Customer
- General Introductory Presentation
- Assessing the Customer's Situation
- Revealing and Provoking Need
- Strategy of Integrating Questions when Conversing with Customers
- Flexibility and a Trusting Atmosphere
- Active Listening

The Sales Presentation

- A Focused Presentation
- Micro and Nano-Presentations
- Recognizing "Buying Signals"

Concluding the Sales Conversation

- Fixed Action Patterns
- Psychological/Social Principles of Influence
- The Art of Summarizing and Concluding the Visit
- Overcoming Objections and Concerns
- Acceptable Answers
- Defining the next visit – "Open Door" Technique

Progressive Selling

- Proactive Strategy
- The Principle of Monitoring the Customer
- Objective Assessment of the Sales Process Flow
- The Art of Predicting
- "Maintaining the Sales Pipeline"
- Value of "Client Capital"

Action Planning & Commitments

