

EFFECTIVE CHANNEL SALES MANAGEMENT

(ONLINE /F2F PROGRAM)

INTRODUCTION

Over the years, you might notice that in order to reach out successfully to your target market, you need a strong network of distributors or dealers. The real “**CRUNCH**” of success and failure comes when your sales force implements the sales plan – to the new age dealers. This training aims to enhance the company's competitive edge through a well-trained sales, marketing, business development or service personnel by having them **focus on getting results** and updating and developing the key skills needed in effective new-age dealer management.

LEARNING OBJECTIVES

At the end of the session, participants will be able to:

- Update themselves of the latest market changes and their impact on dealer management
- Develop a wider range of selling/sales management skills to obtain better sales results
- Use the right parameters to calculate and track sales performance
- Learn how to focus on getting sales results in an ever-changing environment
- Use appropriate tools for developing strategies to exploit opportunities in the field
- Gain broader perspectives, be motivated and have better confidence
- Increase effectiveness when managing new-age dealers

TARGET AUDIENCE

The program is ideal for sales, marketing, business development and service personnel involved in channel sales management.

DURATION

2 full day

METHODOLOGY

The learning will have four fundamental principles which will be:

1. **Highly engaging** (methods that talk to the ‘head and heart’)
2. **Interactive** (mix of experience, discussion and practice)
3. **Innovative** (latest thinking & tools) and incorporating technology
4. **Encourage participation** (a ‘Socratic’ learning methodology applied) so that delegates take ownership of their own development and future behaviour.

COURSE OUTLINE

SESSION 1: LATEST TRENDS AND ISSUES IN NEW-AGE DEALER ENVIRONMENT

- How to exploit the ever-changing dealer environment
- What are new-age dealers and how to profile them
- Dealer behavioural analysis and buying process
- Dealer Relationship Management
- Channel Partners' Need Orientation: Learning Needs, Recognition Needs, Economic Needs, Business Development Needs, Training Needs, Competent Needs, Facilities & Infrastructure Needs, Cash Flow Needs, Expansion & Development Needs, Business Stability & Earning Security Needs
- Build Principal-Product Image: Quality, Pricing, Differentiation
- Build Channel Partner Image: Sales, Delivery & After Sales Service
- Exercise : How to focus on getting results – Aligning sales goals

SESSION 2: THE PROFESSIONAL DEALER/CHANNEL SALESPERSON

- Professional Salesperson (PS) Check-up
- Map business needs – Corporate goals versus career goals
- Project Professionalism: Attitude, Responsiveness, Accessibility
- Attitude, enthusiasm and building superior trade relations
- Self management, teamwork and dealer partnering
- How to enhance relationships with dealers
- How to develop and maintain competitive selling spirit
- Exercise : How to focus on getting results – Developing value-added attributes

SESSION 3: TOOLS AND STRATEGIES TO INCREASE SALES

- What is the new skills-set for new-age selling?
- Territorial And Account Management – How to focus on getting effective results
- How to develop sales strategies to exploit the dealer channel
- How to set challenging-but-achievable sales targets for yourself
- How to handle dealer channel conflicts and be an effective intermediary
- Collection strategies and debt management
- How to calculate, track and TAKE ACTION on your overall selling results
- How to transform a normal dealer account into a key account
- Exercise : How to focus on getting results – Managing key performance indicators

SESSION 4: DEVELOPING EFFECTIVE SELLING STRATEGIES TO GAIN ADVANTAGE

- How to gain advantage by understanding dealer objectives and strategies
- Use of situational-selling styles: How to allocate resources
- How to develop negotiation power
- Telecommunication: How to use this powerful selling weapon
- Exercise : How to focus on getting results – Modernising your selling approaches

SESSION 5: USING CUSTOMER SERVICE STRATEGIES TO GAIN EXTRA ADVANTAGE

- Managing the service differentiation and quality of service

- What are pre and post-sale activities and service
- Dealer training: Competitive Analysis and strategy for improving value
- Exercise : How to focus on getting results – Developing competitive advantage

SESSION 6: IMPLEMENTING DEALER/CONSUMER PROMOTIONAL PROGRAMS/ HANDLING NEW PRODUCT LAUNCHES AT DEALER LEVEL

- Understanding promotional objectives and strategies
- How to arrange for different types of promotions with dealers
- Understanding objective/s and implementation mechanism of new product launch
- Launch control and feedback mechanism at dealer level
- Exercise: How to implement trade and consumer promotions & new product launches

SESSION 7: KEY FACTORS FOR FUTURE SUCCESS

- What are the new skill-sets for the future
- Customer Value Management (CVM) and business development
- Exercise: How to be a NEW-AGE CHANNEL SALES WARRIOR