

Integrated Sales Channel Development: The American Approach

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Cape Town (South Africa)

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Day 2 - Channel Partner Selection & Relationship Management

- Identifying, evaluating, and selecting high-potential channel partners.
- Structuring onboarding and partner enablement processes.
- Building long-term, performance-driven partnerships.
- Designing incentive programs and win-win collaboration models.

Day 3 - Designing & Implementing Channel Sales Programs

- Developing targeted channel sales initiatives.
- Creating training, enablement, and support frameworks.
- Executing channel-specific marketing and promotion strategies.
- Managing channel conflicts and strengthening collaboration.

Day 4 - Optimizing Channel Performance & Measuring Success

- Defining KPIs and performance benchmarks for channels.
- Implementing monitoring, reporting, and accountability systems.
- Analyzing channel data to drive performance improvement.
- Revitalizing underperforming channels through corrective strategies.

Day 5 - Leveraging Technology for Channel Integration

- Channel management platforms and automation tools.
- CRM systems for improved visibility and coordination.
- Data analytics for forecasting and performance optimization.
- Integrating channels to create a seamless customer experience.

Individual Impact

Participants will leave the program with:

- A customized integrated channel strategy tailored to their organization.
- A structured partner selection and onboarding framework.
- A channel performance dashboard with meaningful KPIs.
- A practical technology adoption plan to enhance channel integration.

Organizational Impact

Organizations benefit through:

- Stronger revenue growth across diversified sales channels.
- Improved partner alignment and collaboration.
- Increased visibility into channel performance and profitability.
- Reduced channel conflict and operational inefficiencies.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

- A unified, customer-centric sales ecosystem.

Training Methodology

This program follows a strategic and application-focused approach, including:

- Real-world channel strategy case studies.
- Interactive workshops on partner evaluation and KPI development.
- Group exercises on program design and conflict resolution.
- Practical templates for dashboards, onboarding, and performance tracking.
- Expert-led discussions linking channel strategy with revenue growth.

Beyond the Course

After completing the program, participants will be ready to:

- Lead integrated channel transformation initiatives.
- Strengthen channel partnerships and accountability frameworks.
- Implement technology solutions that enhance coordination and visibility.
- Build scalable, high-performing sales channel ecosystems.

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