

WeWork: Choosing and Managing Sales Channels for Your Startup

BOSTON, MA

Once you have selected and developed a unique product, developed your packaging, the selection of your distribution channel and sales representation is key to successful revenue growth. Distribution decisions have significant implications for marketing plans, product pricing, margins, profits, customer support and sales management practices.

This workshop is designed to help managers and executives develop a better understanding of the strategic aspects of distribution and the relationship of channels to other parts of the organization.

Learn to:

- Choose the best channels to reach your customers
- Identify the strengths and weaknesses of your channel and partnering program
- Structure your sales organization to operate more effectively
- Build and manage successful partnering relationships
- Enable partnerships to fast track results
- Examine costs of channels and sales force options.
- Optimize market coverage at target levels of profitability
- Identify which marketing strategies best support your channel choices
- How to minimize destructive channel conflict

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