



## Effective Channel Management

**An interactive 2-day workshop specifically designed for the scientific, healthcare and technology industries**

This course will provide delegates with a thorough understanding of how to ensure you get the results you want from your distribution network. Your employer will benefit from more accurate forecasts, improved understanding of end user requirements, reduced admin errors and better sales results. The learning experience is highly interactive and places strong emphasis on practical outcomes.

### *Benefits*

- ✓ Understand how to take the risk out of **selecting and appointing a new distributor**, and firing them too!
- ✓ Be able to motivate distributors to spend their time **selling your products** - not someone else's
- ✓ Obtain quality information, including more **accurate order forecasts** by retaining control of the selling process
- ✓ **Reduce** costly errors caused by miscommunication
- ✓ Make overseas visits **effective** by focussing on the high value issues
- ✓ Use your limited **time and resources to best effect**
- ✓ Improved **sales results**
- ✓ Definitive and time-bound **action plans** you can implement immediately in your work
- ✓ Eligibility to receive ongoing **mentoring** and advice at no extra charge.

## *Your Trainer*



Steve Cole has over 20 years experience of managing distributors and direct sales teams, plus implementing sales training and management development programmes in the scientific, healthcare and technology markets.

His approach is challenging yet enjoyable.

Steve has considerable international experience having worked throughout Europe, North America and the Far East

### *Who should attend?*

- ⇒ Export and Distributor Managers newly appointed to the position
- ⇒ Export and Distributor Managers with experience but without formal training qualifications
- ⇒ Experienced Managers seeking a new challenge and fresh ideas to re-motivate their existing network of distributors
- ⇒ International Marketing Managers
- ⇒ Product Managers with international responsibility
- ⇒ Export sales administrators

### *Methodology*

The workshop will take place over 2 consecutive days. There will be case studies and role plays to practise the key elements of the job. You will also develop practical projects to implement in the workplace.

Places will be limited to 8 delegates in order to focus on practical outcomes which provide a lasting benefit. There will be strong emphasis on:

- \* Getting your distributors to spend their time selling your products
- \* Coaching your distributors to higher levels of performance
- \* Practical application of business planning techniques

### *Pricing and dates*

**£950 + VAT**

**See website for dates**

Price includes all course material  
and refreshments

Please note this course is non-residential

**For further information or to  
reserve your place on this  
important workshop,  
call 01728 638544**