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Channel Sales and Management (Businessman101.com)

Robert D Hastings

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OVERVIEW

Distribution is the largest business in the world!

It is bigger than mining or food or clothing and this book offers valuable insight and information regarding how to be a successful sales professional and manager in a channel business.

'Channel' encompasses the distribution market layers through which distribution takes place and this book is designed to give the necessary skills in the distribution and channel market on sales and management with a rounded view of the required skills and knowledge.

How can you be successful within a channel structure? Who are the significant players in a channel structure and what skills do you need to understand and drive channel sales? All these questions are answered with informative advice on how to succeed and progress in a distribution market business.

What makes this book unique is the insight and experience of the author who has been involved in the distribution market for over 30 years and he understands what makes it work and what makes a successful channel sales person and manager.

This book 'A Guide to Successful Channel Sales and Distribution sales offers a range of informative chapters which will guide you through distribution systems and the multi layers from the distributor down to the Value Added Reseller, System Integrators, agents and appointed representatives.

The book reviews the all important 80/20 principle in setting up a successful channel market.

'A Guide to Successful Channel Sales and Management' reviews distribution partners and how they work, how relationship management works and what is the most successful and tried methods in partner retention programs.

Several of the chapters are devoted to understanding the sales drivers in distribution channels and how to maximise the earnings and capability in your market of choice.

Channel Sales and Management offers advice on understanding the role of marketing and promotions including the 'push and pull' effect on the distributor to the reseller. There are sections on finance and 'channel metrics' as well as human resources and overall channel management techniques.

This book offers a professional approach in how to create a long term career in the channel business no matter if the distribution is aircraft or widgets!

If you want to understand a channel sales cycle, relationship management, marketing and promotions, human resource, stockholding and the financial side of credit and credit management these subjects are all listed in easy to understand jargon and how each interlinks in the distribution chain.

If you want to understand channel or you are an educated channel manager this is the book for you as it is written for those seeking a better understanding of channel management and sales expertise or are looking for a role in distribution.

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