

Optimising your Distribution Channels

Duration: 5 Days

Language: en

Course Code: PO1-120

Objective

Upon completion of this course, participants will be able to:

- Describe the dynamics of distribution channels and their marketing relationship.
- Evaluate which value-added partnerships enhance core marketing activities.
- Identify the most effective strategies to select and support distribution channels.
- Develop collaborative distribution channel methods to expand market coverage.
- Assess and measure the effectiveness of your distribution channels and delivery capabilities.

Audience

This course is intended for:

- Channel Managers.
- Sales and Marketing Executives and Staff.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies to highlight key areas of importance and possible areas for faults. They will be supplied with the best tools required for learning exercises to improve their skills. Participants will analyse the examples to thoroughly understand how these skills, techniques and methods apply in the workplace.

Summary

Distribution channels are essential in efficiently maintaining sufficient stock and are one of the key components impacting your organisation’s profitability. Your distribution channel strategies also impact customer satisfaction rates, affect risk distribution, and provide market information.

This course focuses on strategies to optimise your distribution channels by exploring marketing aspects and impacts, methods to support and manage effective distribution strategies, and financial aspects to examine. You will gain a comprehensive view of the world of distribution channels and develop new approaches to optimise your channels successfully.

Course Content & Outline

Section 1: Overview of Distribution Channels

- Investigate market dynamics.
- Identify your go-to-market strategy.

Section 2: Distribution and Marketing

- Review the 7Ps Marketing Mix strategy model.
- Compare Direct and Indirect marketing.
- Explore the 8 channels of distribution.
- Discuss best practices in co-development systems and agreements.
- Review brand protection strategies.
- Describe the financial effectiveness of distribution marketing channels.
- Examine customer perceptions and market representations.

Section 3: Selecting Distribution Channels and Anticipating Challenges

- Identify the key selection standards.
- Determine ways to open new distribution channels.
- Examine the risks and opportunities connected to distribution channels.
- Discuss potential channel management issues such as channel conflict, marketing approaches, and product life cycles and support.

Section 4: Supporting Distribution Channels

- Describe collaborative marketing and its benefits.
- Identify when to apply the Push or the Pull model.
- Calculate appropriate parameters for your distribution strategy.
- Assess the applicability of business tools.

Section 5: Financial Considerations

- Explore receivables and credit terms in channel revenue management.
- Discuss margin-based distribution optimization.
- Identify methods to reduce risk levels.
- Investigate the impact of warranty and service terms on costs.
- Examine strategies to manage customs and duty fees.
- Describe how optimising discounts and rebates affect market share.

Section 6: Managing Distribution Channel Relationships

- Examine the necessity of structured planning cycles.
- Review the value of education and training.
- Explore management strategies for competitive environments.
- Comprehend legal and contractual factors.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Procurement, Warehouse, Logistics & Supply Chain

Tags

Distribution, Distribution Channels, marketing

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