

Channel Marketing

Maximizing Results

Effective channel marketing involves maintenance and constant flux in activities and relationships. The dynamics of market and sales opportunities are magnified as organizations partner to capture market share through partnering. Continued success and growth become the glue that bind the relationships together and frustration at lost opportunity and fouled up communication tear them apart.

Planning, organization, presentation, sales analysis and skills, and communication are key elements to effective channel marketing.

Planning ...

- Brings focus and commitment to objectives
- Provides the measurements to evaluate activities and results
- Defines responsibilities

Organization ...

- Creates timelines
- Defines deadlines
- Identifies resources needed and available

Presentation ...

- Provides leadership
- Creates momentum
- Conveys the guiding messages

Sales analysis and skills ...

- Capitalize on opportunities
- Contribute to timelines and priorities
- Bring the results necessary for continued success

Communication ...

- Allows interaction
- Solves and heads-off disagreements
- Empowers resources

Learn the skills, nuances, and information necessary for success:

1. Evaluate current channel resources.

Determining area of needs and issues that need resolution.

2. Prioritize an action plan and build the cooperation from partners to implement.

Identify and address internal critical actions to maximize the return from an investment in the partnership.



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