

Finding, Supporting and Managing Channel Partners in Export Markets

2 Day Workshop
November 2009

presented by



industrial
marketing
solutions

“ **Are you looking to recruit new reps or distributors in export markets?** ”

“ **Do you need to improve the performance of your existing channel partners?** ”

“ **Are you looking for an understanding of industry best practice in managing and supporting your partners?** ”

If the answer to any of these questions is YES, then this 1 day workshop is a must for you.

For the majority of Irish export-oriented companies, using channel partners such as reps or distributors in foreign markets is a given. Finding the right partners and then getting results from your channel partners is the challenge!

Our 1 day workshop will give you the methodology to improve results from your sales channels.

What can you expect?

-  Clear approach for deciding on the best channel strategy for your company
-  Proven methodology for developing and managing sales channels
-  How to successfully find new partners who are active in your target markets
-  Practical examples on successful channel management and measurement
-  Industry Best Practice sales and marketing approaches
-  Folder with all presentation materials for future reference

When does it take place?







Where: Sligo
Dates: October 27th
Venue: Sligo Southern Hotel

Where: Athlone
Dates: November 10th
Venue: Sheraton Hotel

Where: Galway
Dates: November 18th
Venue: Maldron Hotel

Who should attend ?

If you are involved in developing or supporting your export market effort then this workshop is for you. Previous attendees include:

-  Managing Directors
-  Sales Managers/Directors
-  Marketing Managers/Directors
-  Export Managers
-  Customer Service Management
-  Senior Management

Workshop Outline

Morning Session: **Channel Strategy and Development**

- Sales Channel Strategies
- What type of partner do you need?
- Channel Partner Roles and Responsibilities
- Finding new partners
- Achieving channel alignment

Afternoon Session: **Channel Marketing and Support**

- Measuring Channel Performance
- Marketing & promotional plans to support your channel partners
- Managing Channel Partners
- Channel Conflict Resolution



What does it cost?

Each workshop is limited to a maximum of 5-6 companies to facilitate an interactive and group workshop environment.

We encourage more than one participant per company because in reality more than one person is responsible for managing and supporting sales channels and export markets.

Cost per Company

- 1 Participant €425 in total
- 2 Participants €650 in total (€325 per person)
- 3 Participants €750 in total (€250 per person)

Price includes refreshments and a carvery lunch.

How do I register?

Places for this event are strictly on a first come first serve basis and are limited so early registration is advised. Full payment is required in advance of each workshop.

To register your place at one of these workshops we will be pleased to take your details, either by e-mail info@industrialmarketingsolutions.com or by phone on **091 395623**.

Industrial Marketing Solutions

We are an Irish company who assist export oriented companies with international channel strategy, planning and implementation.

The Industrial Marketing Solutions team are highly experienced in setting up, managing and supporting reps and distributors across Europe, the US and Asia. We work with companies of all sizes, assisting them to grow their businesses internationally.

Our team have won an international marketing award for our contribution made to export market growth.

What previous participants have said:

“ *The Channel Workshop was very logical, thought provoking and relevant. I would highly recommend it for SMEs working in export markets.* ”

Marketing Director
Aerogen

“ *An excellent, practical workshop that I am confident can be applied to good effect in our company.* ”

Managing Director
Filtertek