

dealer/distributor management

description	A one or two day workshop for those who need to select, manage and develop dealers and distribution outlets.
who should attend	Those who are in a strategic sales role who have an interest in the overall development of business through distribution. Those who want to develop and support dealer accounts, and are committed to making them work for us.
features	Why Distributors? Definition of a distributor/dealer Their unique marketing window Their unique marketing benefits What to look for when choosing them Benefits of working through dealers Distributor Management How they differ from those they represent How they contribute to our profit Bringing value to the relationship Running distributor seminars Working With Them Running effective meetings Providing crucial information Taking the 'I think' out of how they meet our criteria Days out with distributor salespeople Joint marketing ventures Incentive schemes
format	Tutorial presentation of ideas, concepts and techniques with full delegate participation. Best run as a practical workshop where the selection process is used.
benefits	Improved relationships with distributors/dealers Development of long term strategic partnerships Improved turnover and margin Practical, down-to-earth and easy to understand Motivation of the delegates to increase performance

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For more details of our consultancy and training support

call us direct on 01788 572 200

or fax us on 0560 3414 068

visit our web site at www.catllp.com

Email us at enquiries@catllp.com