

INTERNATIONAL CHANNELS

HOW TO RECRUIT THE BEST DISTRIBUTORS ?

Unique Workshop for Small & Medium Exporting Companies

The Challenge

Distributors are a critical element for success in international markets, as export performance of small and medium enterprises (SME's) is highly dependent on the quality of their international channels. Having wrong distributors in place, will not only become a barrier for generating sales but will also cost the company valuable resources. Channel correction and changes are difficult, time consuming and costly. Unfortunately many SME's do not invest enough management attention in finding the right distributors for their business, missing the opportunity for generating revenues and creating competitive advantage.

Target Audience

SME's sales & marketing managers are challenged daily with the task of finding the best distributors, working hard to convince them to enter the channel only to find out, after some time, that sales results are lower than expected, spending budget, losing time and potential opportunities. Making the right channel decisions, early enough, is imperative for international success. SME's managers, lacking enough resources, must use alternative techniques and tools for finding the right distributors and setting up the channel on time.

Objective & Benefit

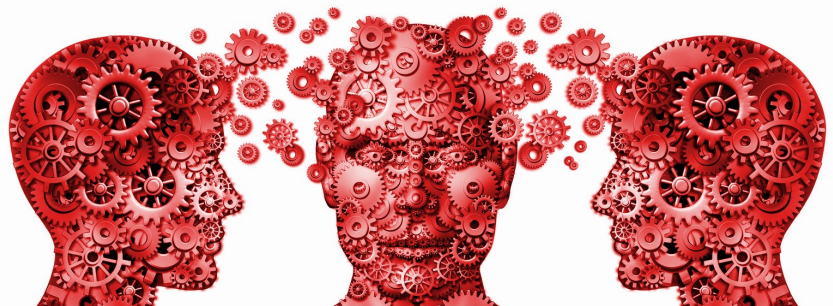
Workshop's objective is to equip SME managers with frameworks, techniques and practical tools to effectively, and efficiently, set up international marketing channels. Workshop's benefit to the organization is in developing its sales & marketing human resources, thus improving its short and long term performance. Reducing time to market by setting international channels faster, at lower costs, as well as reducing channel partner selection errors and enabling the creation of competitive advantage, are some examples of the workshop benefits.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Workshop Uniqueness

- ✦ SME manager's point of view.
- ✦ Practical "hands-on" approach.
- ✦ Business to Business context.
- ✦ Cross-cultural context.

Format & Methods

Critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world.

A 4 hours workshop. Delivery methods include: frontal lectures, in-class group exercise, audience debate and Q&A session. Workshop program consist of a detailed syllabus, accompanying slides, worksheets and reading lists. Programs may be modified or adapted in accordance to customers' unique requirements, in order to fit into broader training portfolios of SME's training organizations.

Questions Answered

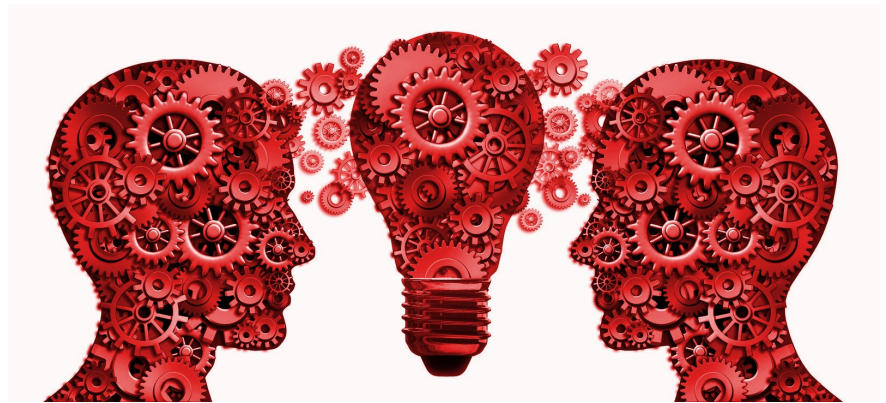
- ✦ How to find information about potential distributors?
- ✦ How to choose the 'best' distributor for the company?
- ✦ How to convince the distributor to enter the channel?

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PSME-CHWS-01.

Format or content may
change without notice.

Content

- ✦ Management framework.
- ✦ Distributor buying behavior.
- ✦ Structure & Profiling.
- ✦ Set-up process.
- ✦ Channel information sources.
- ✦ Candidate identification.
- ✦ Recruitment tactics.
- ✦ Offer build up & approach.
- ✦ Cooperation negotiations.
- ✦ Initial motivation.



Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

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An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

