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COURSE BROCHURE

# Distribution Channel Strategy and Distributor Performance Training Course

19 – 23 April 2027
Amsterdam

# Distribution Channel Strategy and Distributor Performance Training Course

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Distribution Channel Strategy and Distributor Performance is a 1-week training course for channel managers, distribution managers and sales operations leads who decide how products reach end buyers through distributors, wholesalers, dealers and retailers, and who leave with a channel partner scorecard and route-to-market plan. Intermediaries now hold much of the customer contact, so the shape of a channel decides reach, margin and service. Jupiter Prime Training runs this distribution channel strategy course.

## Why Distribution Channel Strategy Matters Now

Three forces are reshaping routes to market. Buyers mix online ordering, trade counters and field sales, so dealers and direct channels now overlap. Distributors are consolidating and pressing manufacturers for wider discounts, rebates and exclusive territories. Retailers ask for faster replenishment. A supplier that designs its channels deliberately keeps coverage where demand sits, pays partners for the work they actually do and contains disputes before they spill onto customers. One that drifts ends up with overlapping territories and margin leakage.

## Who Gains Most from Distribution Channel Strategy

- Choosing which distributors and dealers represent the brand in each territory
- Setting trade discounts, rebates and partner incentives
- Negotiating and renewing distribution agreements
- Tracking sell-in, sell-out and partner stock
- Settling disputes between direct, online and partner channels

Commercial teams gain most when channel, sales operations and finance members attend together, so margin structures and partner targets are agreed by those who defend them.

## Distribution Channel Strategy Capabilities

Participants move from describing their route to market to redesigning coverage and partner economics on evidence.

- Design a channel map matching buyer segments to direct and partner routes — coverage decisions for senior sales leaders
- Weigh distributor candidates against weighted criteria — partner appointment decisions
- Specify the commercial terms of a distribution agreement — negotiations with legal and partners
- Calculate channel margin waterfalls and rebate costs per route — pricing and finance approval
- Build partner scorecards — quarterly partner reviews
- Apply escalation steps to resolve channel conflict — relationships with key distributors

## Key Distribution Channel Strategy Terms

- Route to Market — the combination of direct and intermediary paths a supplier uses to reach each buyer segment.
- Channel Margin Waterfall — a breakdown of list price into each discount, rebate and fee given to intermediaries until the net price.
- Sell-Out Data — records of what partners actually sold to end buyers, not what they bought.
- Channel Conflict — friction when two routes compete for the same buyer, often over price, territory or account ownership.
- Exclusive Territory — a contractual right giving one partner sole representation of a brand within a defined area or segment.
- Partner Scorecard — a periodic report rating each intermediary against agreed targets for volume, stock, service and capability.

## Distribution Channel Strategy Day by Day

### Day 1: Channels in the Buyer's Journey

- Buyer Segment Mapping — Which Segments Need Direct Versus Partner Coverage
- Channel Function Analysis — Who Holds Stock, Credit and After-Sales Service
- Intermediary Types Compared — Distributors, Wholesalers, Dealers, Agents and Retailers
- Coverage Gap Review — Territories and Accounts With No Effective Route
- Online and Offline Overlap — Where Digital Ordering Changes Partner Roles

### Day 2: Designing the Channel Structure

- Channel Length and Breadth Choices — Intensive, Selective or Exclusive Coverage
- Cost-to-Reach Comparison — Direct Sales Cost Against Partner Margin
- Territory Design — Splitting Regions, Segments and Key Accounts Among Partners
- Distributor Selection Criteria — Weighting Reach, Capability and Financial Strength
- Partner Due Diligence Checklist — Ownership, Competing Brands and Credit Risk

### Day 3: Agreements, Margins and Incentives

- Distribution Agreement Clauses — Territory, Targets, Termination and Stock Buy-Back
- Margin Waterfall Construction — Setting Discounts That Protect Net Price
- Rebate and Growth Incentive Design — Rewarding Sell-Out Rather Than Stock Loading
- Market Development Funds — Approving and Auditing Co-Funded Activity
- Price Corridor Rules — Limiting Gaps Between Channels Selling One Product

### Day 4: Partner Performance and Channel Conflict

- Sell-In Versus Sell-Out Tracking — Spotting Stock Build-Up Early
- Partner Scorecard Measures — Volume, Stock Cover, Service Level and Capability
- Quarterly Business Reviews — Agreeing Corrective Actions With Each Distributor
- Conflict Source Diagnosis — Account Ownership, Grey Imports and Price Undercutting
- Escalation Ladder — Steps From Mediation to Restructuring a Partner Role

## Day 5: Practising the Channel Partner Scorecard and Route-to-Market Plan

- Case Channel Redesign — Applying Segment Mapping and Coverage Choices
- Distributor Shortlist Exercise — Using Selection Criteria and Due Diligence
- Margin Stress Test — Checking Waterfalls and Rebates Under Price Pressure
- Conflict Role-Play — Resolving a Dispute Between Dealer and Direct Account
- Channel Partner Scorecard and Route-to-Market Plan — Completed for Presentation

## Applying Distribution Channel Strategy After the Course

- Rebuild the margin waterfall for one product line and flag any route where rebates exceed the value of partner services.
- Run a scorecard-based review with two key distributors and agree corrective actions on stock cover and sell-out reporting.

## Distribution Channel Strategy Questions FAQ

### What is distribution channel strategy and why does it matter now?

Distribution channel strategy is the choice of which direct and intermediary routes serve each buyer segment, and on what terms. It matters now because online ordering, distributor consolidation and retailer demands are blurring channel roles, so unmanaged overlap quickly erodes margin and partner loyalty.

### Which roles gain most from distribution channel strategy training?

Channel managers, distribution managers and sales operations leads gain most. Staff who appoint distributors, set trade terms or review partner results use the methods at once, in sectors from consumer goods to medical supplies.

### How does distribution channel strategy differ from a general sales management course?

A sales management course focuses on leading your own sales force; this one focuses on intermediaries you do not employ. You work on channel structure, agreements, margin waterfalls and partner scorecards rather than quotas or coaching.

### What do you bring back from distribution channel strategy training?

You bring back a channel partner scorecard and route-to-market plan for your own product line. It sets out coverage by segment, partners to appoint or review, a margin waterfall and review measures.

## Distribution Channel Strategy: The Way Forward

The channel partner scorecard and route-to-market plan first informs which distributors to keep, expand or replace in the next agreement cycle. Sales, finance and channel managers use it in partner reviews. After the first review round, revisit the margin waterfall and territory split, because sell-out data usually shows where incentives reward stock loading rather than real demand.