



Supercharging Agents and Distributors

14th & 28th April 2010 - Bailbrook House, Bath

12th & 25th May 2010 - The Eastbury Hotel, Sherbourne

Working with companies to maximise performance and sales through their existing network of agents and distributors.

Studies show that it is simpler, cheaper and more profitable to increase business with current customers, and that customer acquisition is one of the most time consuming and costly processes that businesses undertake. The same is true when working with agents and distributors, but if ongoing partner relationships are not being maximised, it can be even more costly to the business due to the issues of business continuity.

When searching for new agents or distributors, the time, research, costs of set-up and lead time to actually benefiting the business can be extremely stretching for any size business; the ideal situation is to effectively manage and grow current sales channel partners.

Aims

To help clients “ramp up” the performance of their existing agents and distributors by:

- Analysing current relationships, discuss current methods of motivation and incentives.
- Looking at the business model and go-to-market strategy as a whole in relation to the sales channel partners.
- Implementing an on-line 360° review with the delegates’ agents and distributors.
- Discuss the results of the 360° review with the clients.
- Identifying key areas of improvement within the delegates company and develop implementation and follow-up plans.
- Ensure that the client is aware of any legalities and where to source information.
- Identify issues surrounding underperforming agents and distributors and what they need to do to resolve any problems.
- Understanding business continuity and the transition process should an agent or distributor need to be replaced, or a new one established.





Outputs

The output for the client will be an in-depth understanding of the needs of their international agents and distributors, what the client must do to maximise all sales potentials and what the partner needs “to do the job”.

Becoming a company that works with agents and distributors as opposed to selling through them, can have an incremental and sustainable effect on profitability and volume from existing market propositions.

Number of delegates/companies: 15

Programme Delivery

The programme will be based on two days apportioned between:

Day 1: Intensive agents and distributor workshop, including instigation 360° agent and distributor reviews.

Delegate activity: (between workshops) Contact agents and distributors, discuss and implement 360° review (the 360° on-line review will be created and managed by GJ International Ltd – delegates will be required to manage the process and communications channel with their agents and distributors). Online/telephone support will be given to delegates to assist in the implementation as required.

Day 2: Results of 360° review disseminated (by company), interrogation of feedback, information and implementation planning sessions.

What To Do Next

To reserve your place at the Supercharging Agents & Distributors Workshops please could you complete the [Application Form here](#) along with a copy of the [Equality and Diversity Form](#).



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Just call Justin Cannon at our International Trade Centre on 0845 60 60 969 and he will be happy to answer any questions that you may have.