



Channel Programs

Provide the channel a success playbook



Client: Top Global Manufacturer of Industrial Fluid Handling

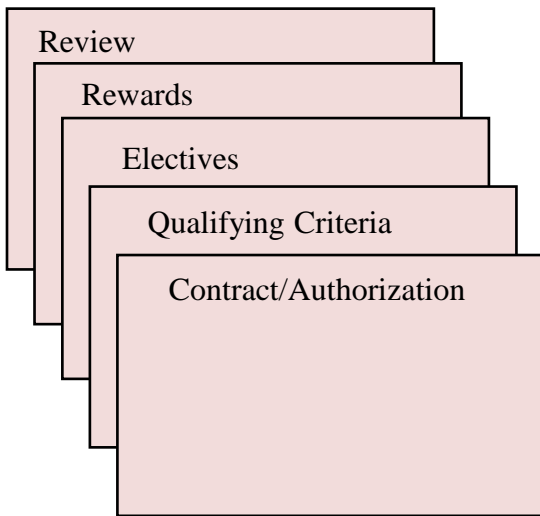
Objective: Transform the channel & capture market share

Approach: "Reward Results"

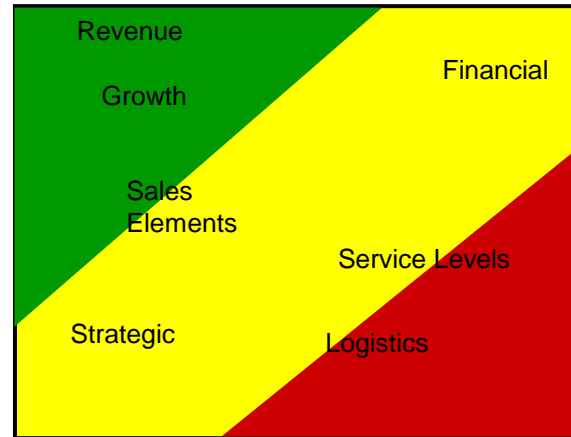
Our client already enjoyed major share position through an industry leading network of distributors. However, as end user buying behaviors and sourcing preferences changed, it was clear that the company's distribution network had to transform in some ways to meet the needs of the future customer.

- Develop channel performance criteria (mandatory, elective)
- Define channel compensation and rewards associated with each of the performance criteria
- Complete financial impacts analyses (for your business and the channel partners)
- Create metrics and measurement processes
- Develop communication platform (initial roll out and ongoing management)

Channel Success Playbook



Program Elements

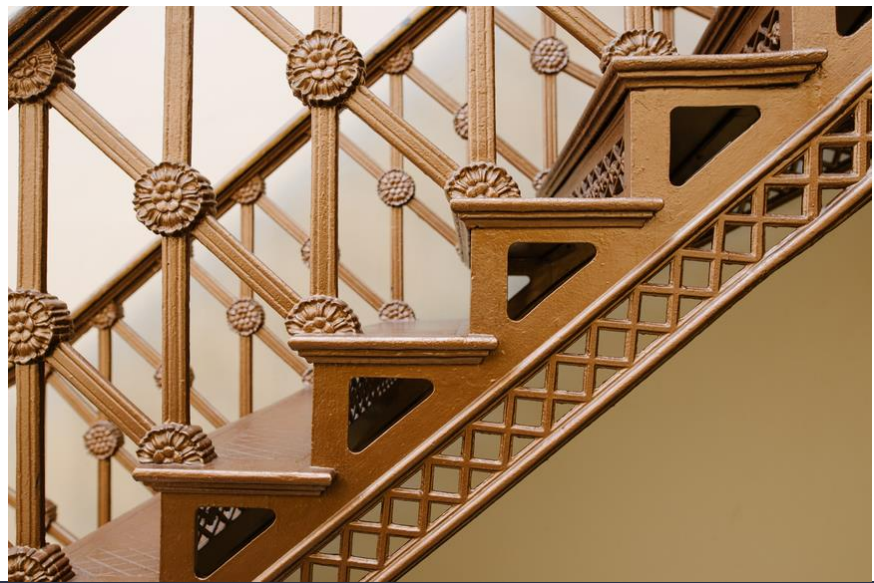


Scorecard & Action Plans

Lynn Cullotta Consulting helped our client take a holistic view of the channel relationship. We defined the basic qualifying criteria that gains a channel partner access to segments, products, and brands. A series of electives were defined—allowing the channel partners to self-select incremental investments, resources, and activities to support the client’s business goals. A series of additional rewards associated with these electives, both monetary and qualitative, were designed to improve channel profitability and/or reduce channel costs or risks. Finally, a communication process was developed to keeping channel partners apprised of progress on a real time basis, allowing them to make mid-course corrections to achieve the added benefits.

Result: Sustained Annual Growth of over 2X Market Rate

Starting from a 40%+ market share position, this work resulted in annual growth at over twice the market rate, taking the client’s share over 50%. The changes channel partners made in response to the added programs & rewards positioned these channel partners for success in highly profitable new products and services. In addition to the gains enjoyed in manufacturer sales, the average channel partner increased operating profit by over 40% over 5 years.



LEARN MORE.

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