

# OPTIMIZING CHANNEL ALIGNMENT

A program to develop collaborative advantage

8-Week Program (Jul 13 – Aug 31, 2023)							
Jul 13	Jul 20	Jul 27	Aug 03	Aug 10	Aug 17	Aug 24	Aug 31



Leading the Channel Forward®

**ACT**vantage



# Program Introduction – ISA

- Remarks by ISA
  - ELCC Program Overview
  - ACTvantage partnership



# Introduction - ACTvantage



**Senthil** is passionate about driving profitable growth through analytics. An engineer at heart, he brings a quantitative approach to business challenges, leading to unbiased solutions to optimize value.



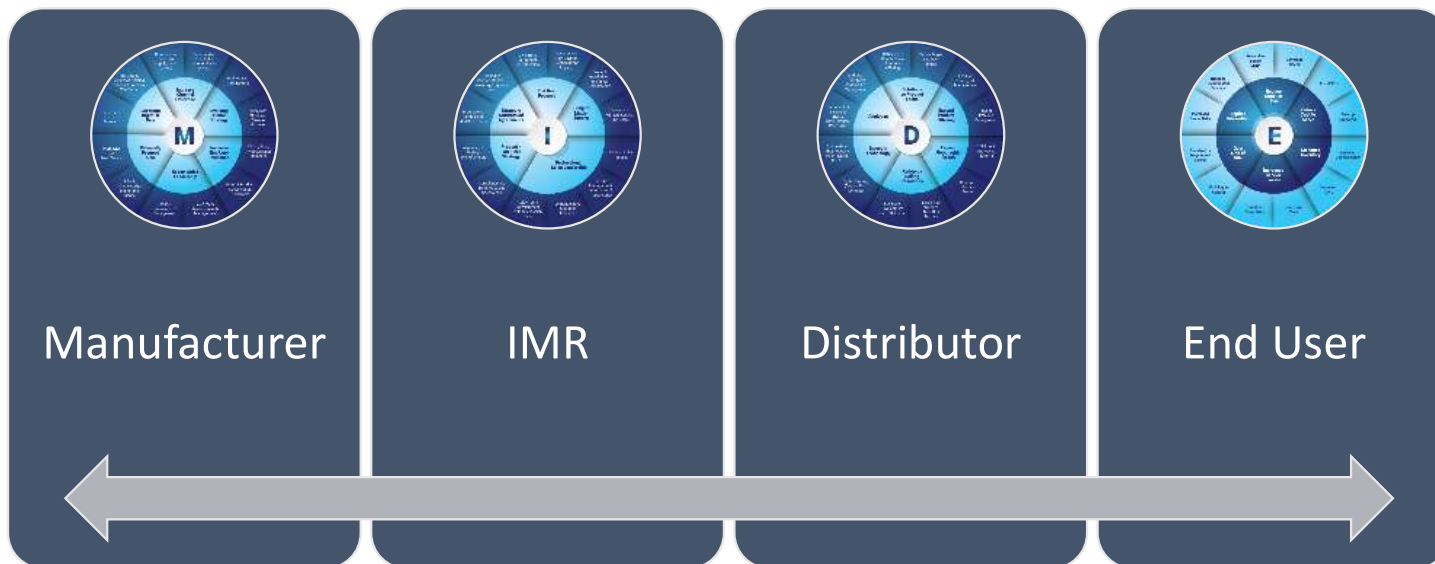
**Pradip** is passionate about using an approach that combines data and coaching to help companies drive profitable growth. He is recognized in the industry as a thought leader, with 15 plus years of experience assisting hundreds of companies directly.



# ISA Channel 2.0 Framework

ISA recognized ongoing industry dynamics and evolving needs in the channel.

Together with all stakeholders, **ISA created Channel 2.0, a new standard of expectations,** helping all stakeholders (Distributors, Manufacturers, and IMRs) create better strategic value for each other while satisfying the End User's evolving needs.





# ISA Channel 2.0 Framework: A new standard of expectations



States 'WHAT' critical activities to focus on for each channel player

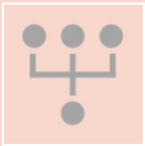
Acts as a checklist to manage the forces of change



# Channel Challenge



With the ongoing supply chain challenges, manufacturers face new roadblocks, distributors alter their capabilities, and customers change their requirements; **the path forward keeps shifting.**



**Channel partners** are busy responding to forces of change from their organizational perspective; **are they also looking at these changes from their channel perspective?**



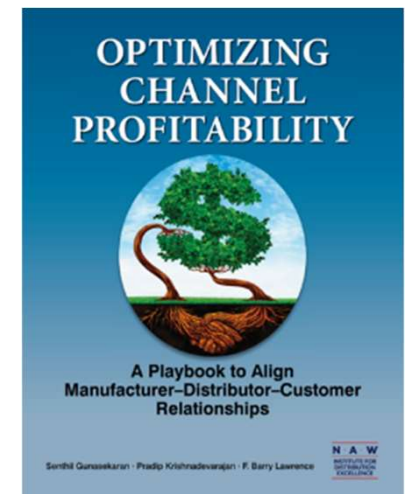
How do we **align our interests** in the channel?  
How do we force all parties to recognize and respond with **mutually beneficial actions?**

How do we align our interests in today's age of disruption and a customer experience-driven economy?



## Research and Outcome

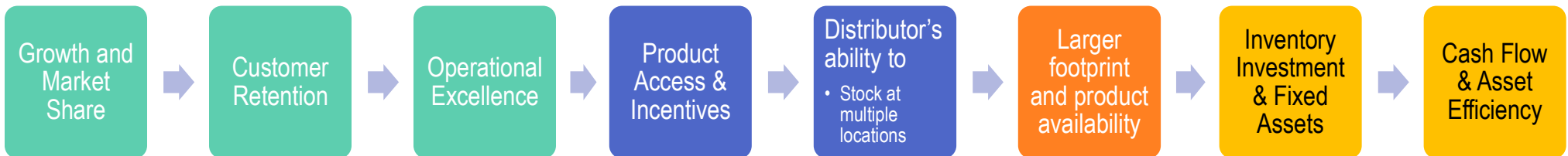
- These questions were the driving force behind our groundbreaking research study. The solution does not come from distributors alone or manufacturers alone, but rather from **collaborative research**.
- This first-of-its-kind study is based on a consortium made up of **multiple distributors (15 distribution firms from six lines of trade)** and **manufacturers (5 manufacturing firms from four lines of trade)** who came together to research and develop solutions.
- The consortium answered questions both quantitatively and realistically using **real-world channel data**.





# CHANNEL ALIGNMENT FRAMEWORK

Supplier • Distributor • Customer

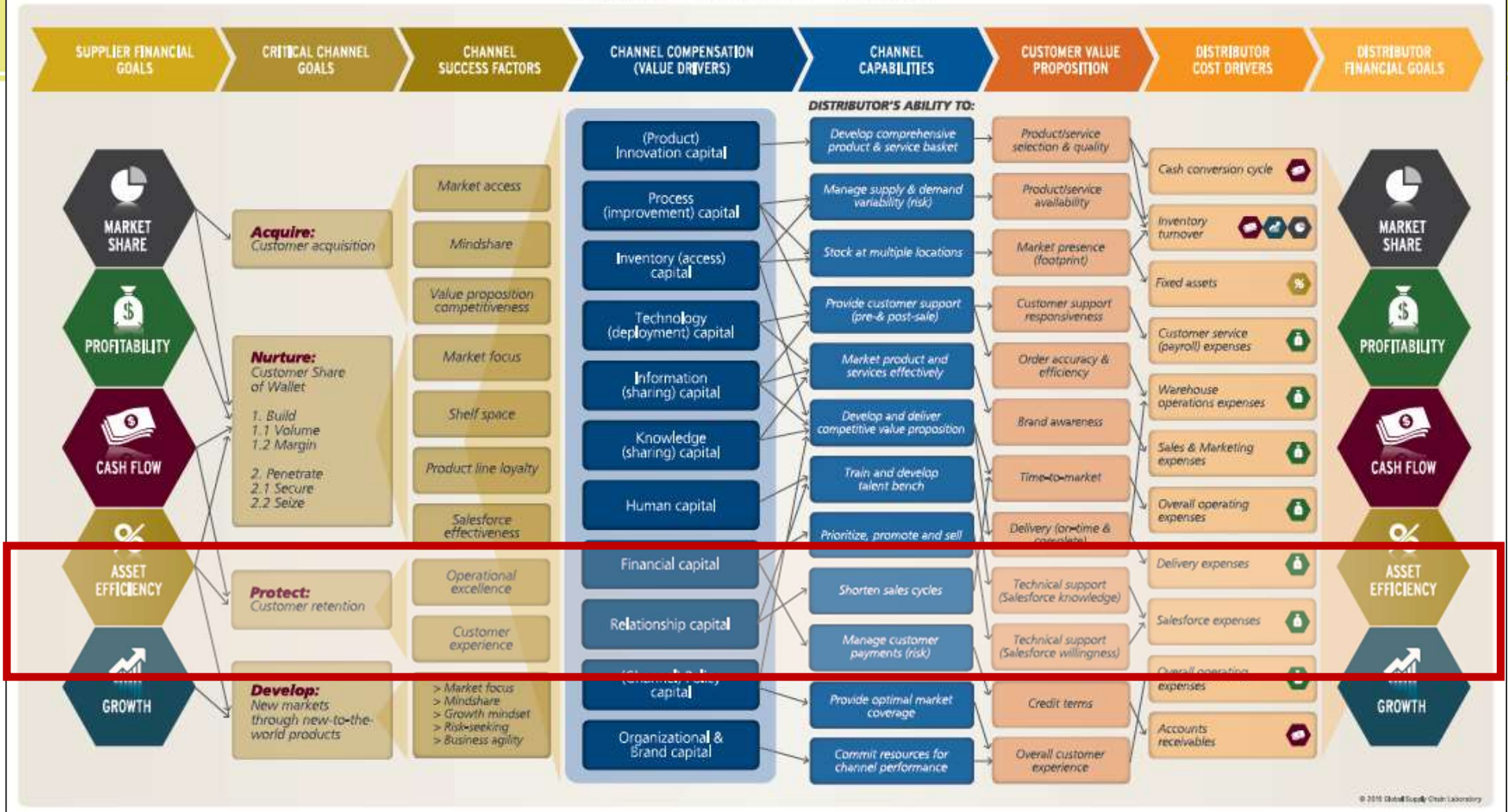






# CHANNEL ALIGNMENT FRAMEWORK

Supplier • Distributor • Customer





## Channel 2.0

- States **'WHAT'** critical activities to focus on for each channel player
- Acts as a checklist to manage the forces of change



## Optimizing Channel Alignment Certification

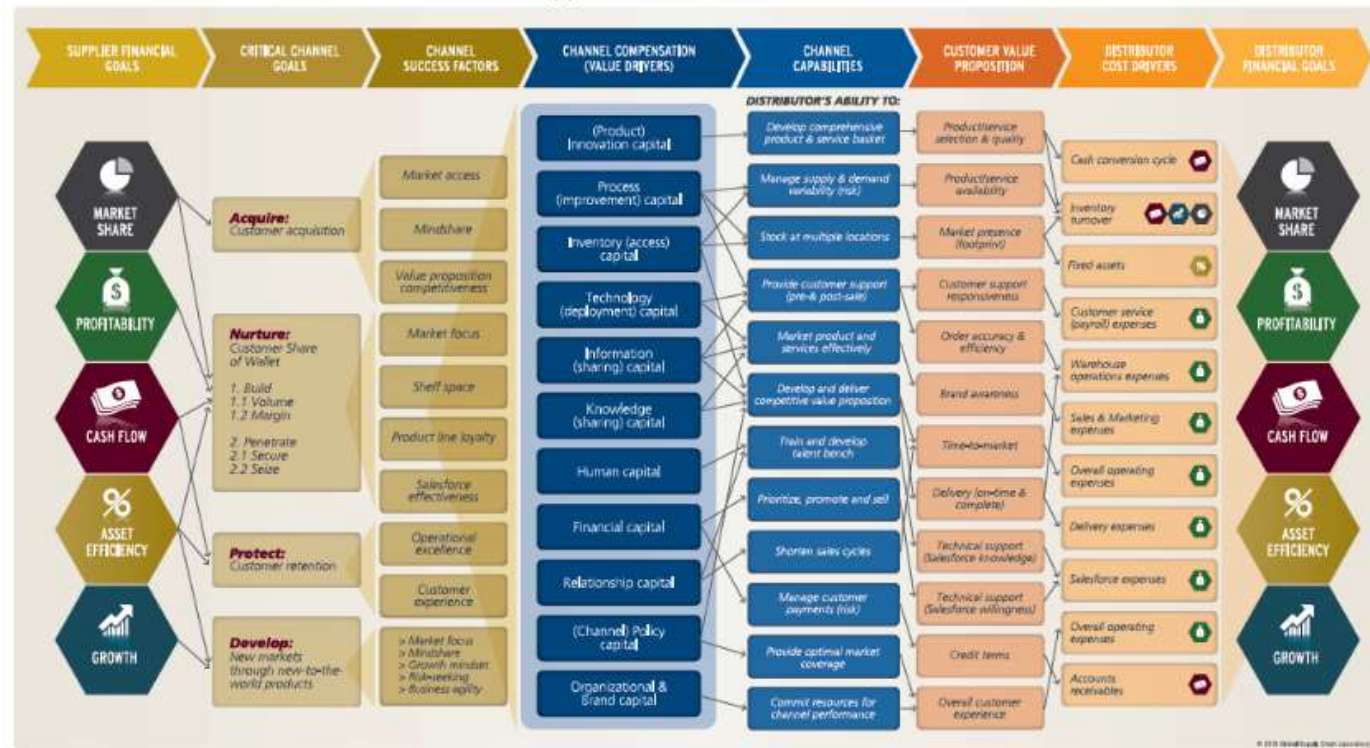
- Explains **'HOW'** to perform those critical activities
- Provides a detailed CHANNEL ALIGNMENT FRAMEWORK that
  - aligns goals, resulting needs/capabilities and resources of channel players
  - leverages data for channel alignment



# Example



## CHANNEL ALIGNMENT FRAMEWORK Supplier • Distributor • Customer





# Optimizing Channel Alignment Certification in 8 Weeks

## Channel Growth (Part 1)

Supplier Perspective

Assess your current channel goal-setting process

Translate firm-level financial goals to channel goals

Identify critical success factors for achieving channel goals

## Channel Growth (Part 2)

Distributor Perspective

Learn to diagnose distributor growth challenges

Comprehend the key elements of the generating growth framework

Learn about nine growth strategies used by distributors

## Channel Focus

Learn to identify the right channel partners.

Assess existing channel partner performance.

Leverage purchase order data for channel relationship.

## Channel Value Proposition (Part 1)

Understand the trade-off of channel value proposition.

Discover the critical elements of channel value creation.

Learn about channel compensation comprehensively using 11 forms of capital

## Channel Value Proposition (Part 2)

Measure the effectiveness of channel compensation elements.

Assess current channel compensation elements.

Harness the power of channel data.

## Channel Alignment

Assess your current channel alignment process.

Connect channel stakeholders' interest to create channel alignment.

Apply the channel alignment framework as a channel relationship tool.

Understand how to quantitatively measure channel alignment.

## Channel Evolution

Understand the implementation factors for channel management processes.

Learn four phases of implementing channel performance analytics.

Real-World Example.

## Roadmap: A Plan of Action

Learn to adapt to channel forces.

Comprehend the five principles of channel advantage.

The Roadmap: How to apply this at your company

*8 Weeks, 60 Minutes Each Week.*

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot **learn, unlearn, and relearn.** ”

Alvin Toffler



Learn



Unlearn

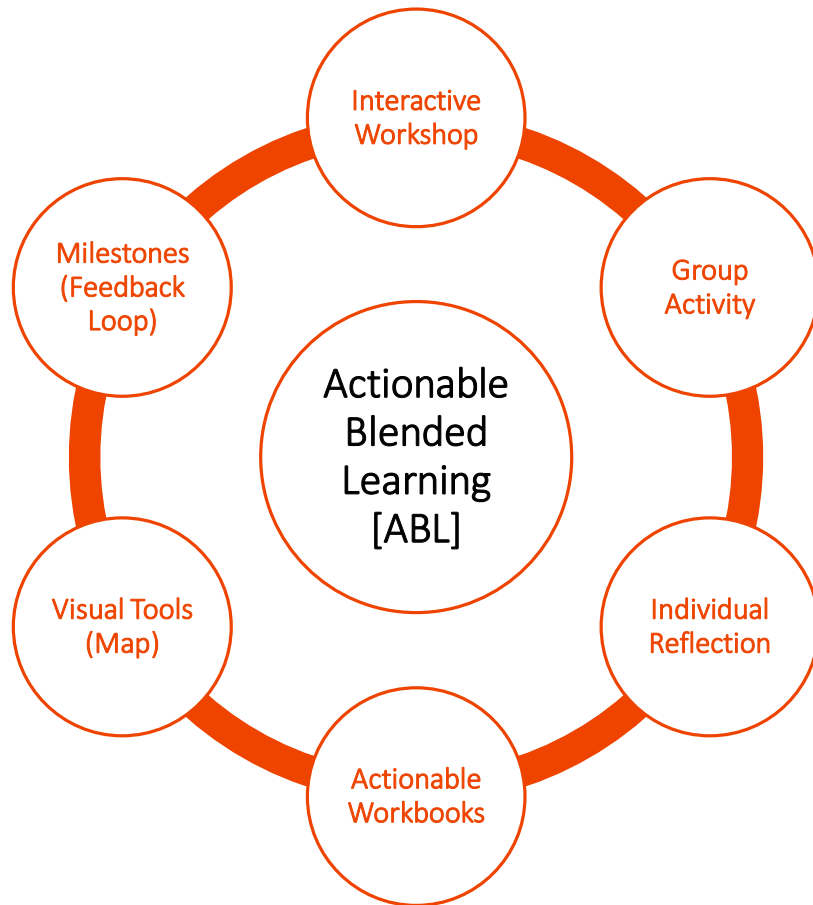


Relearn





# Course Approach





Session input – Individual Activity – 5 mins.

- **What are the channel-level**
- **TOP TWO Challenges in your brand / channel / org.?**
- **TOP TWO Goals in your brand / channel / org. ?**



# Program Follow-up Instructions – ISA

- ELCC Portal
- Remarks by ISA



# Contact Information



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