

# 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
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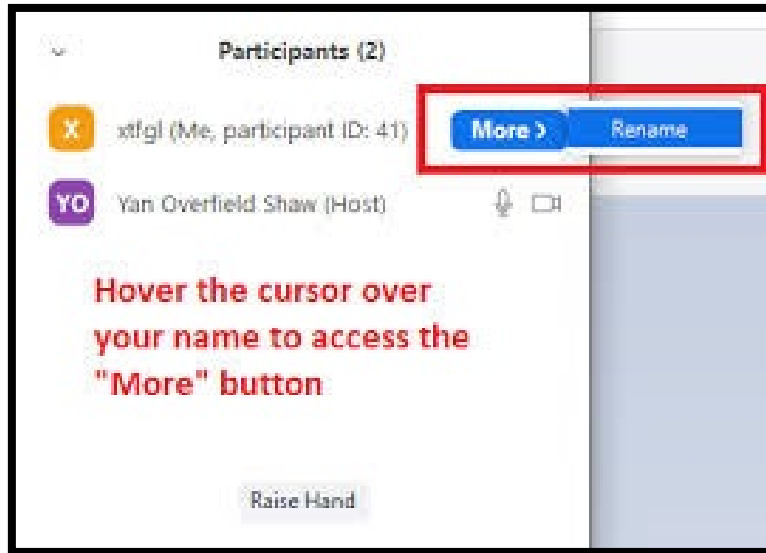


Leading the Channel Forward®

**ACT**vantage

# Zoom Platform Instructions

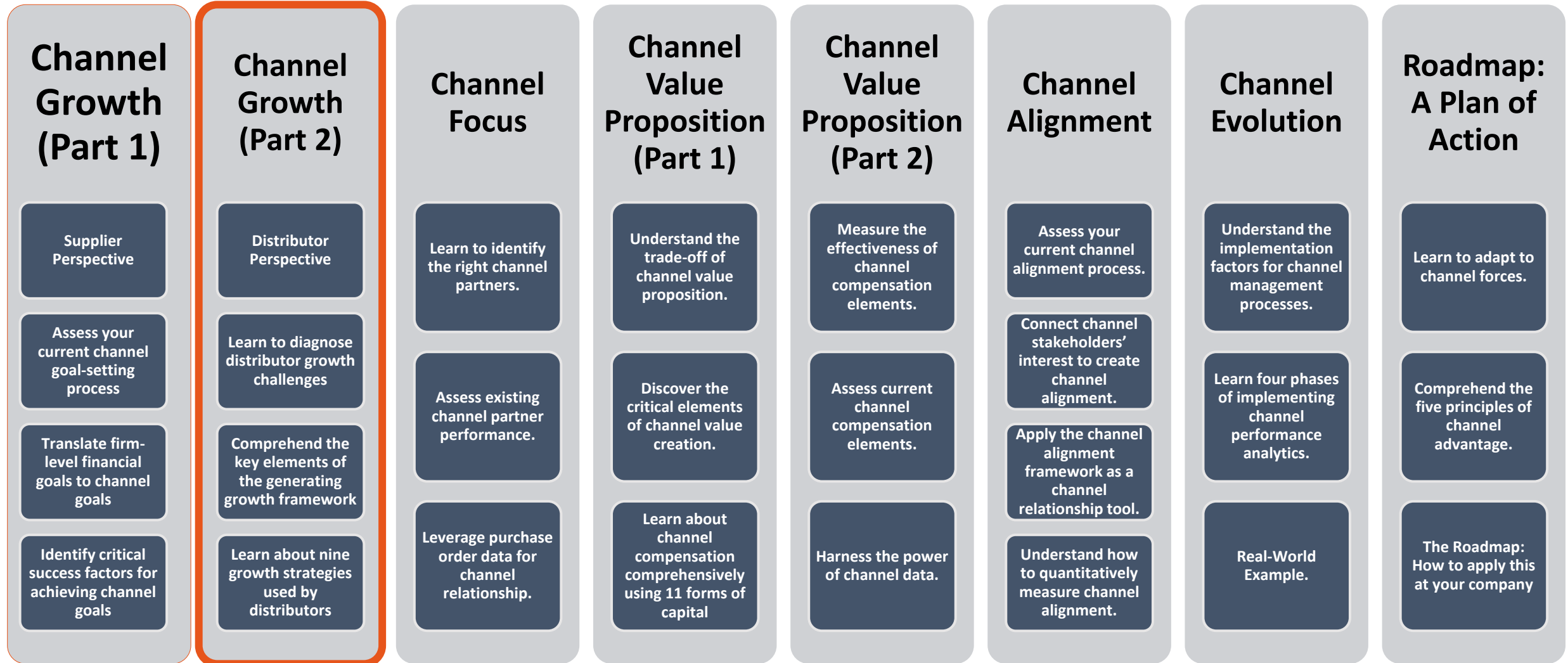
- Please Add Team # to your name, by clicking 'Rename' option
- Example
  - J Doe [Team 1]



First Name	Last Name	Team #	Company
Katie	Bloom	Team 1	US Tool Group
Kayla	McLaughlin	Team 1	Surpluss Dunn
Jared	Beach	Team 1	Jergens Inc
Richard	Geary	Team 1	INSIZE USA
Erik	Olson	Team 1	SBD
Mike	Weber	Team 2	Weber Group of Companies
Maria	Payne	Team 2	Jergens Inc
Jillian	Johnson	Team 2	SBD
Brandon	Verzal	Team 2	SBD
Bill	McElhane	Team 2	Cutler Industrial Sales
Taylor	Music	Team 3	Pack-n-Tape
Juan	Santiago	Team 3	Jergens Inc.
David	Sachs	Team 3	SBD
Frankie	Rodriguez	Team 3	Kennametal
Lisa	Higginbotham	Team 4	Pack-n-Tape
Josh	Ashley	Team 4	Norton Saint-Gobain
Ryan	Bankert	Team 4	SBD
Raphael	Silva	Team 4	Kennametal
Jen	Huber	Team 5	Stellar
Shane	McCarville	Team 5	WD-40
Allison	D'Onofrio	Team 5	SBD
Austin	Drake	Team 5	Norton Saint-Gobain



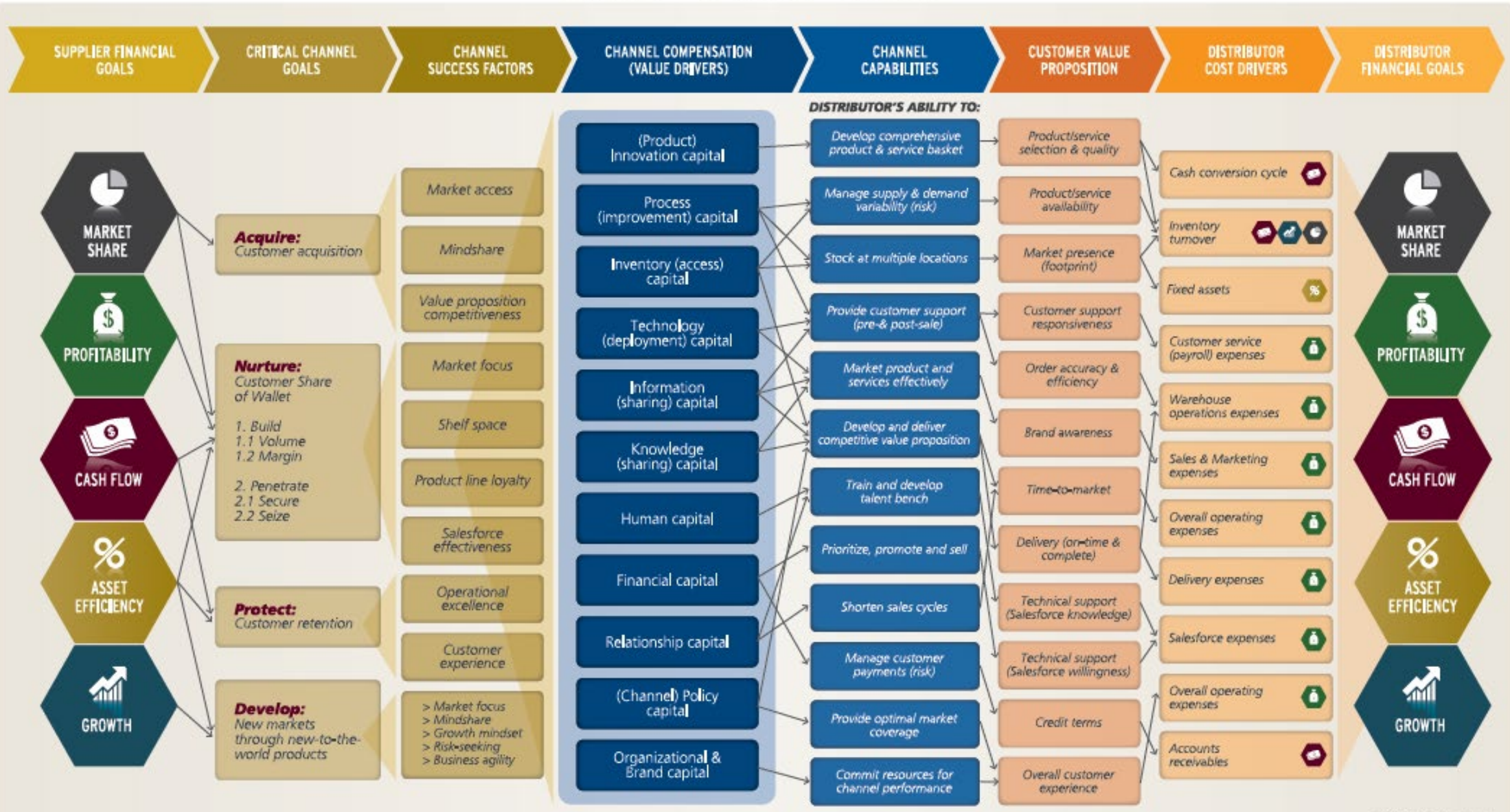
# Optimizing Channel Alignment Certification in 8 Weeks



*8 Weeks, 60 Minutes Each Week.*

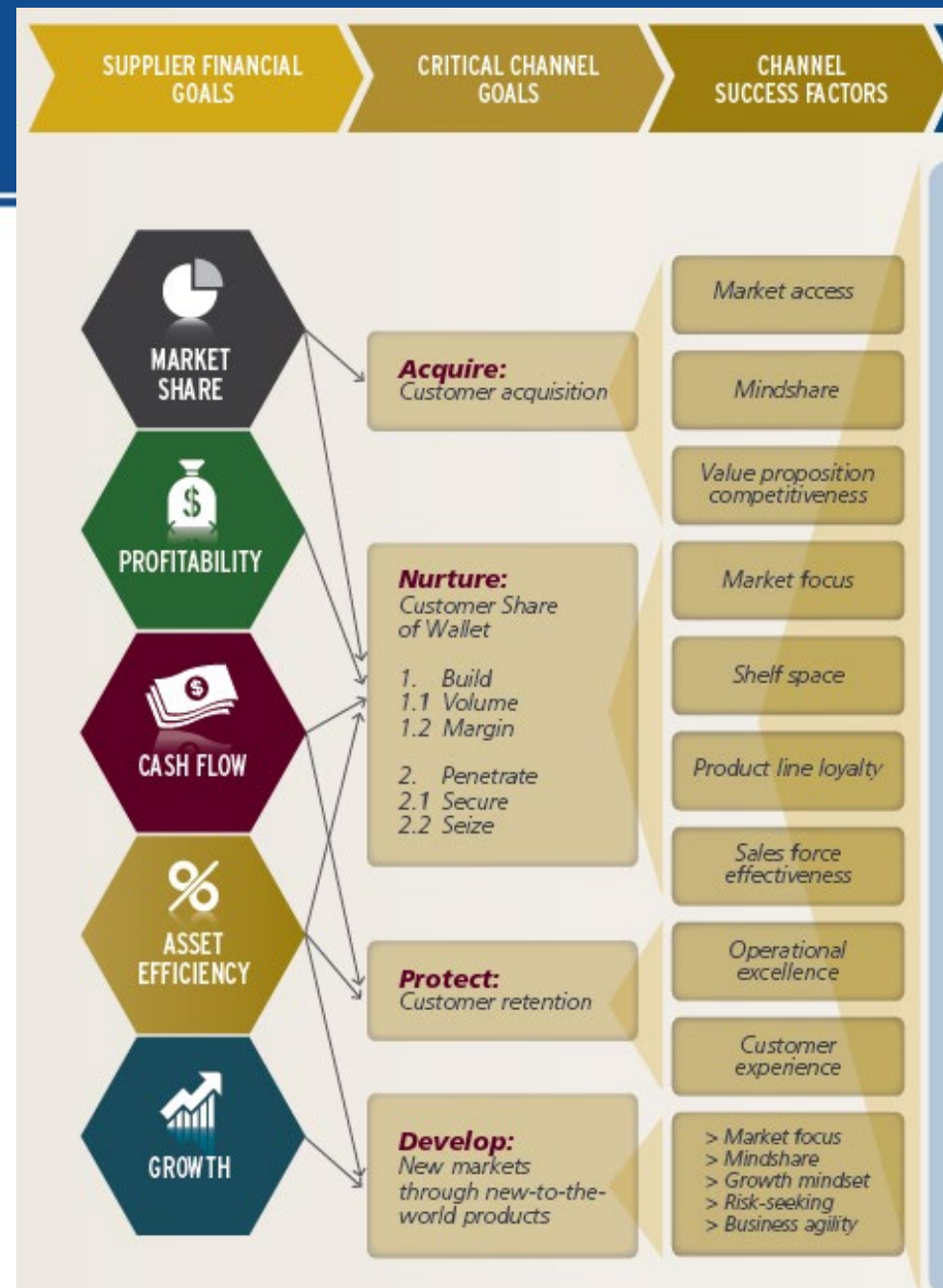
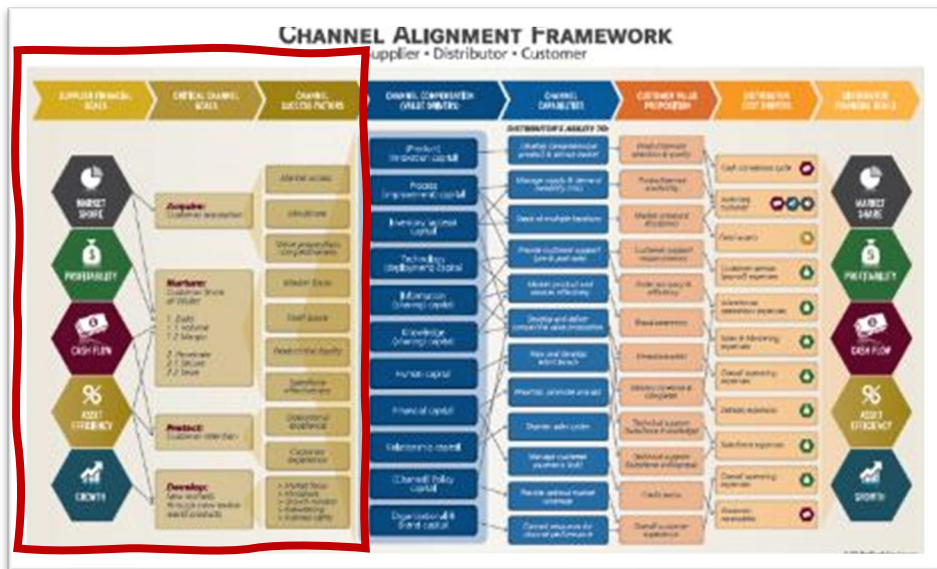
# CHANNEL ALIGNMENT FRAMEWORK

Supplier • Distributor • Customer





# Connecting Financial and Channel Goals to Channel Success Factors





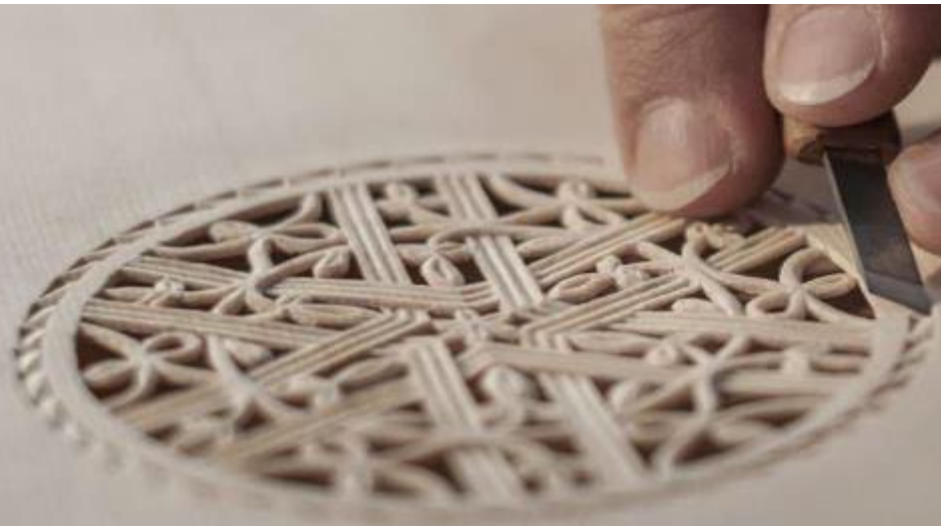
# Learning Objectives

## Channel Growth [Distributor Perspective]

- Learn to diagnose distributor growth challenges
- Comprehend the key elements of the generating growth framework (from distributor perspective)
- Learn about nine growth strategies used by distributors

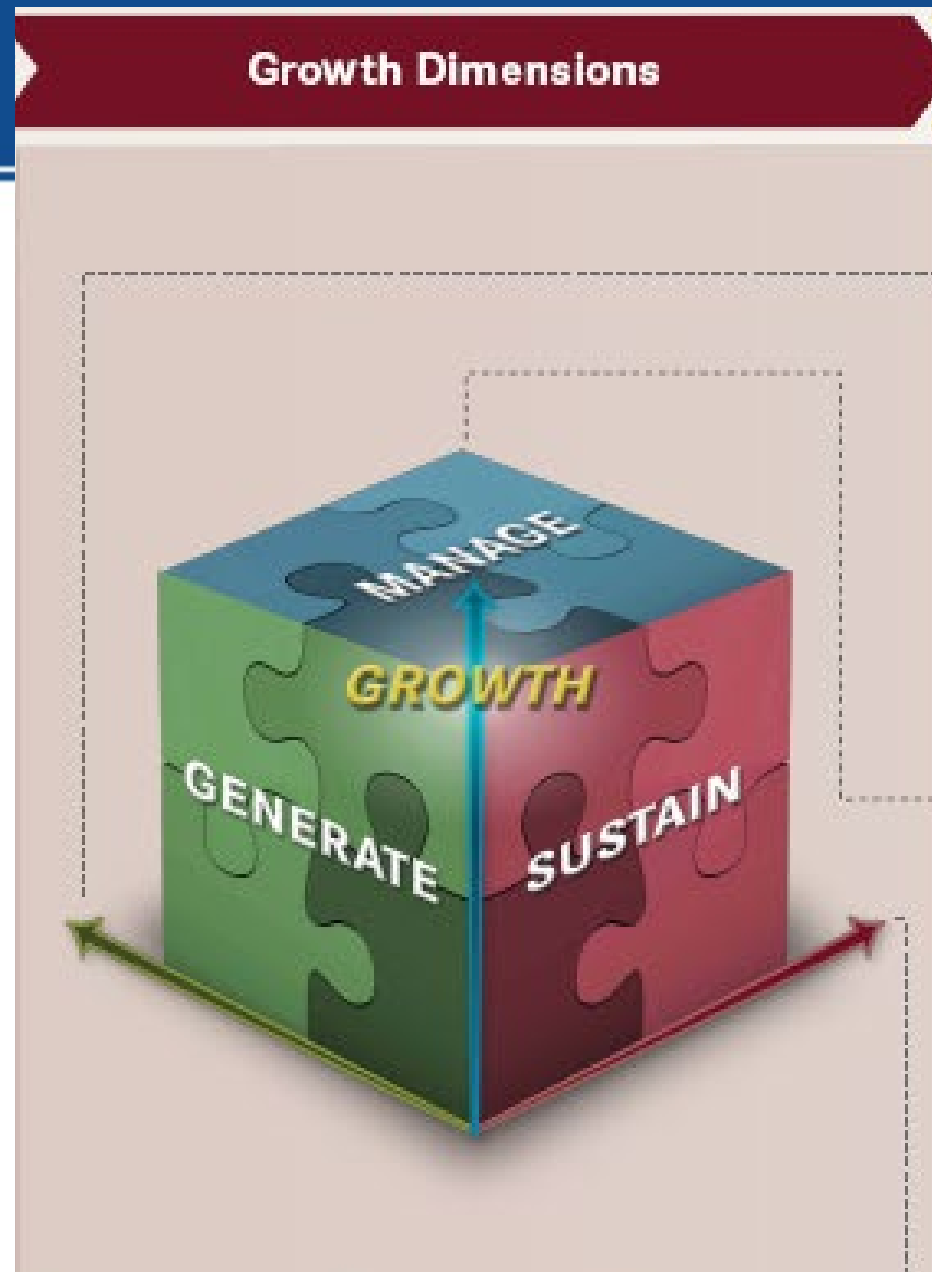
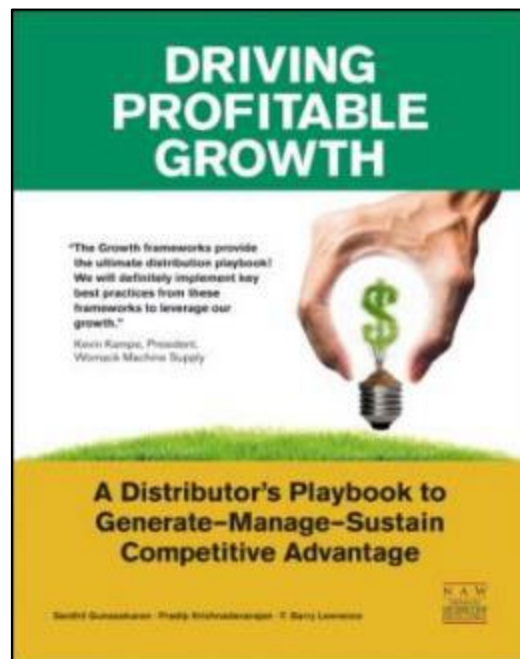
**Discussion: Individual Activity – 5 minutes** (Type in the chat window)

What are the different growth strategies pursued by distributors or your channel partners?



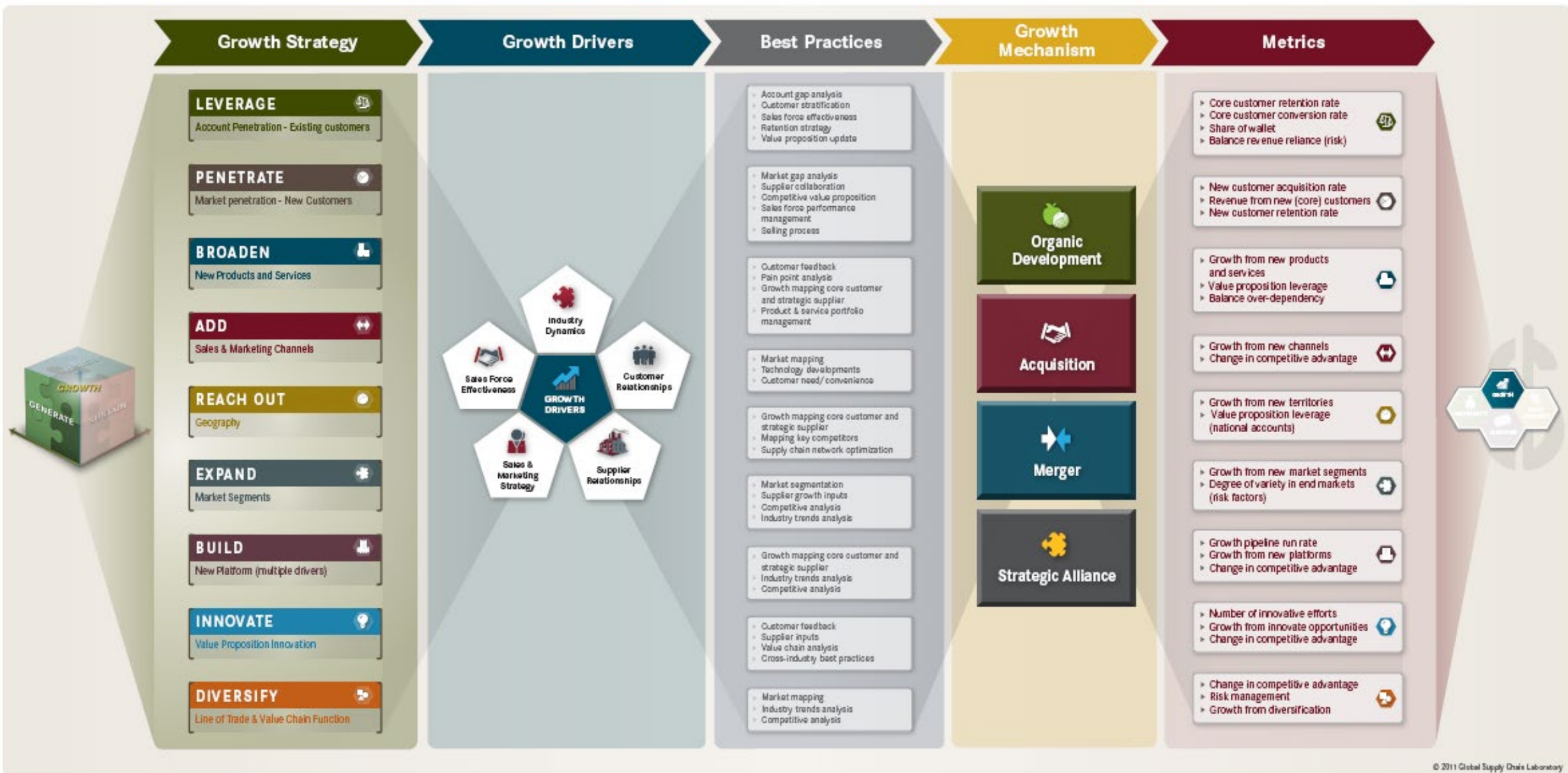


# Growth Framework





# GENERATING GROWTH FRAMEWORK



# Definitions

## ➤ Growth Strategy

- 9 ways to grow revenue

## ➤ Growth Drivers

- 5 ways to convert a growth strategy into a specific growth opportunity

## ➤ Best Practices

- Required strategic analytics for converting strategy into specific opportunity

## ➤ Growth Mechanism

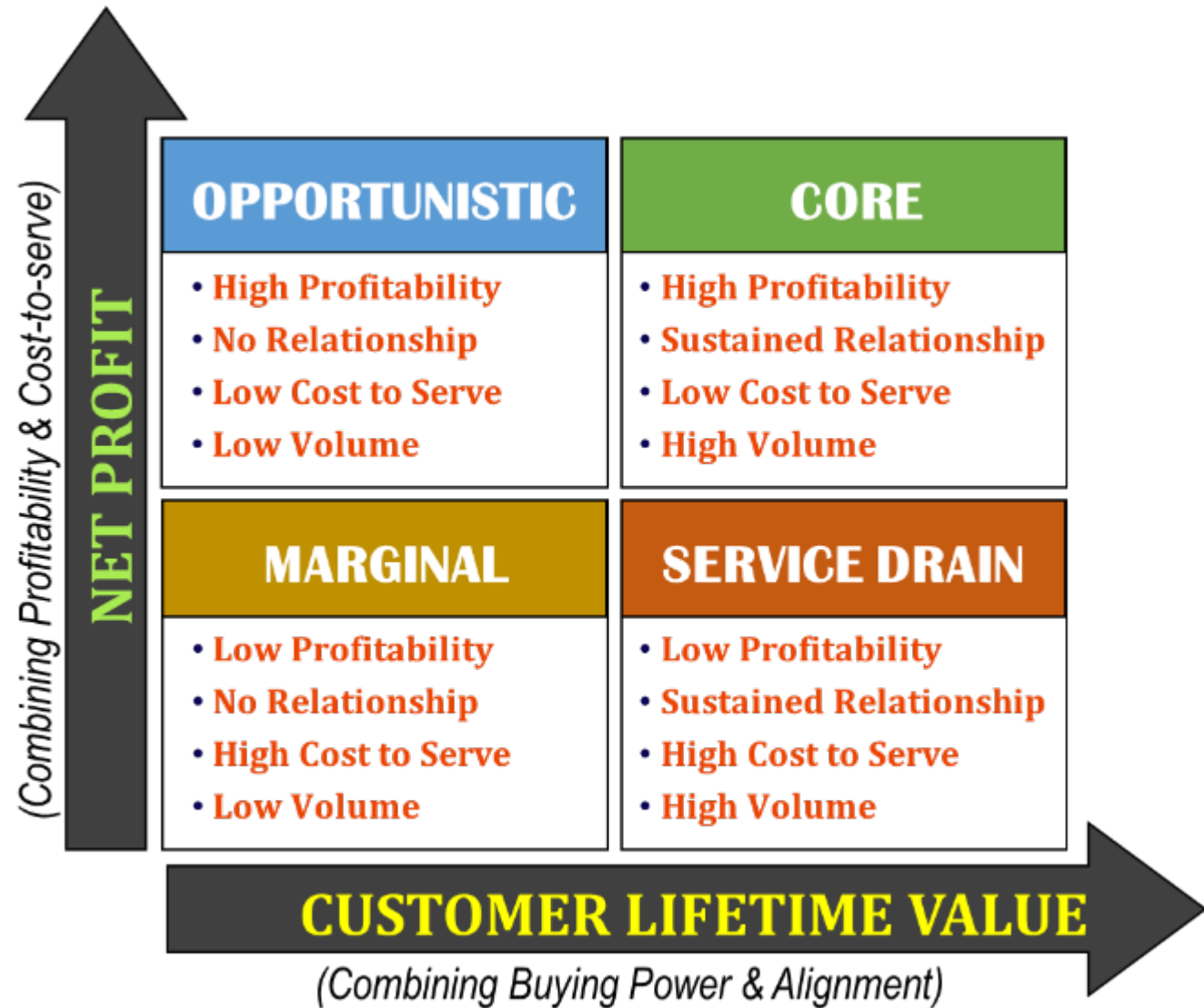
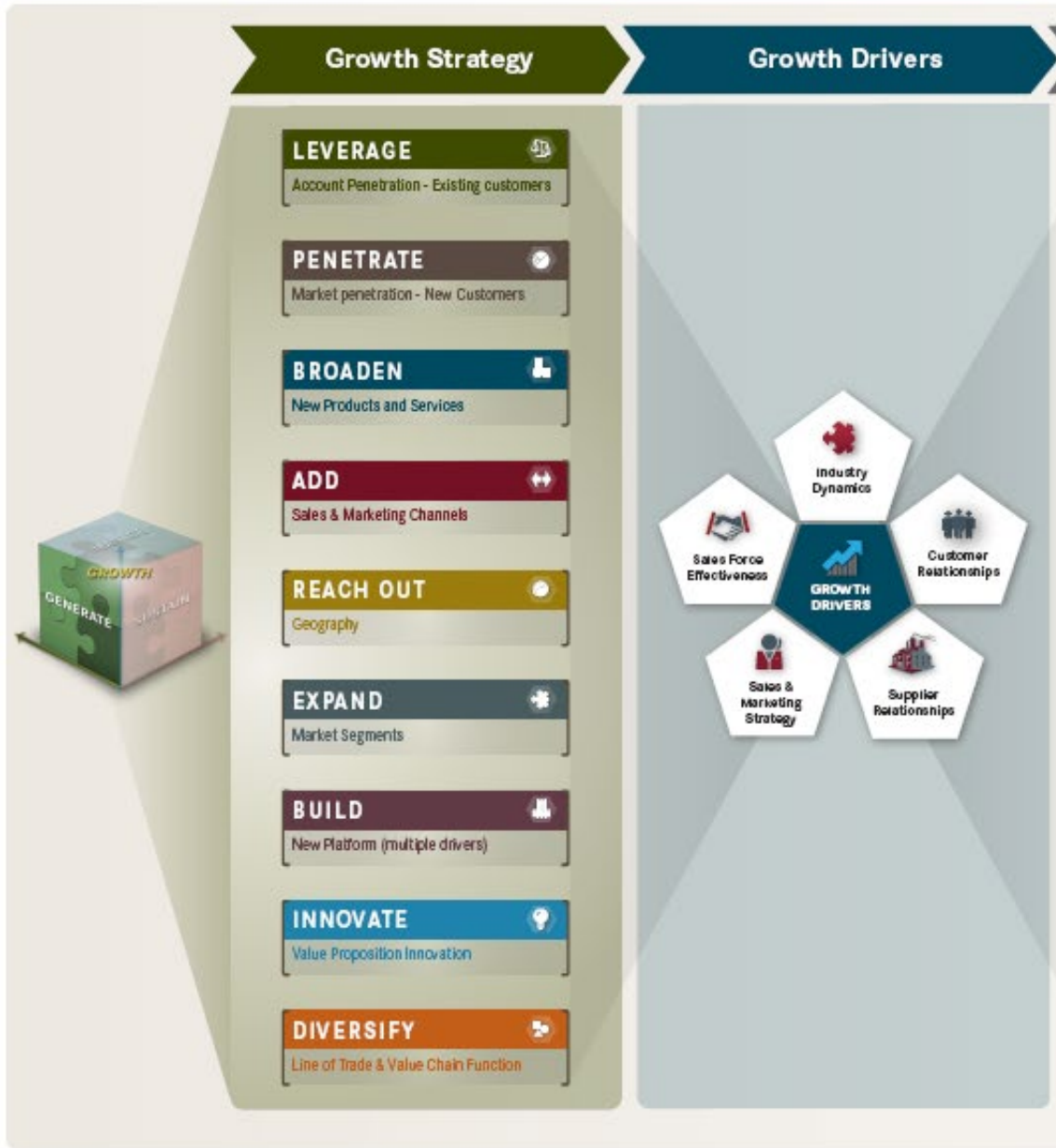
- 4 ways to implement a specific growth opportunity

## ➤ Metrics

- Measures for each growth strategy



# CUSTOMER STRATIFICATION: THE FOUNDATIONAL GROWTH ANALYTICS





# Driving Account Growth

All customers are NOT created equal

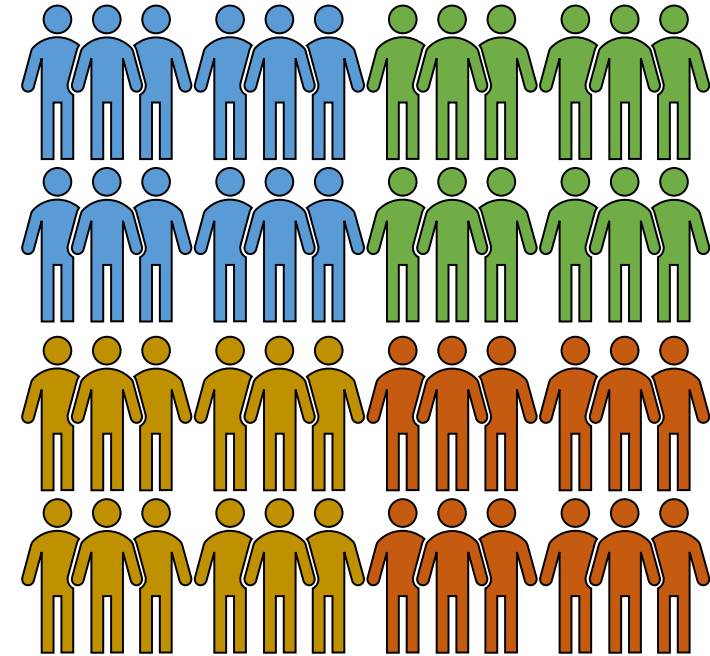
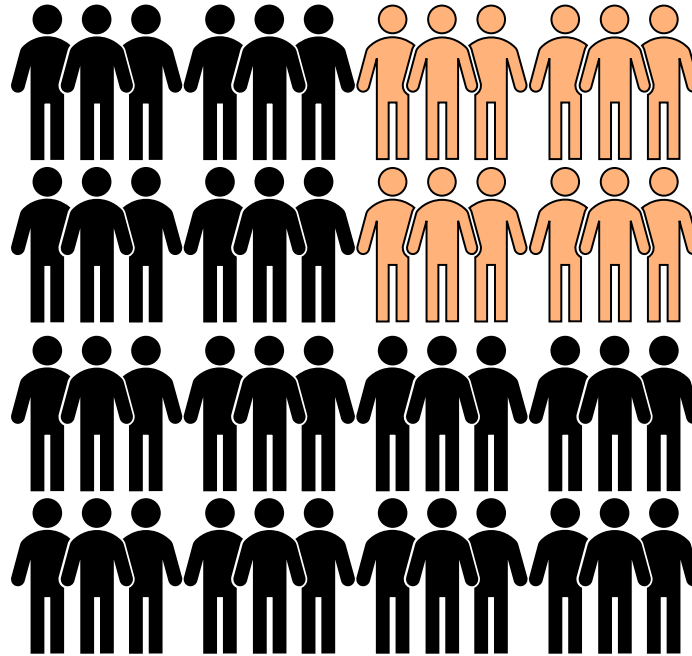
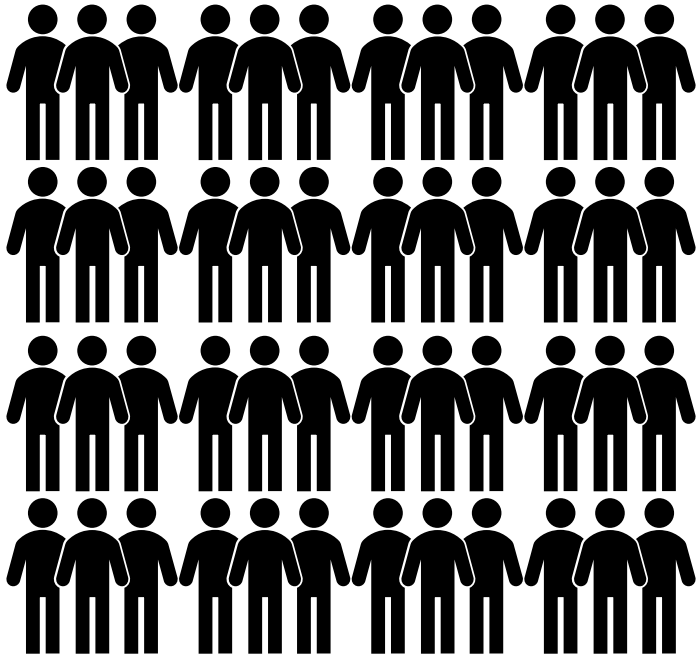
All customers are  
created equal



**80-20**



**CUSTOMER  
STRATIFICATION**

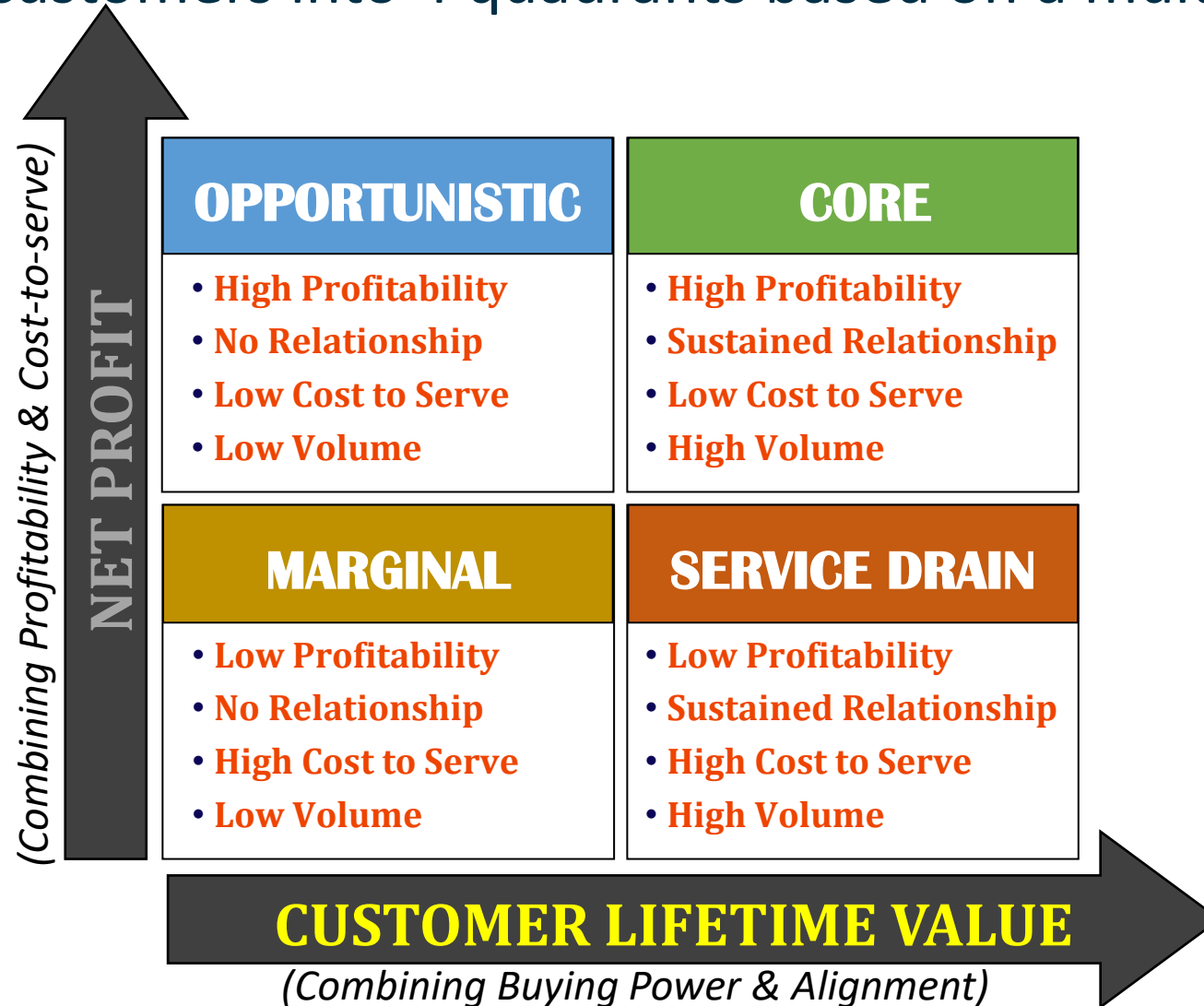


- Companies do not have unlimited resources.
- Customers have different needs and preferences.



# Customer Stratification

Segmenting customers into 4 quadrants based on a multi-factor ranking approach





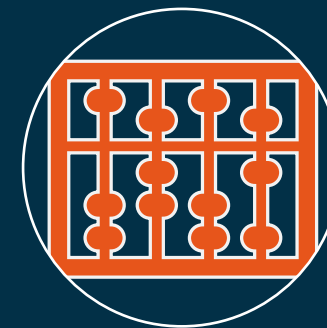
# Account Growth: Three Key Decisions



Whom to call?



What to talk about?



What to cross-sell?



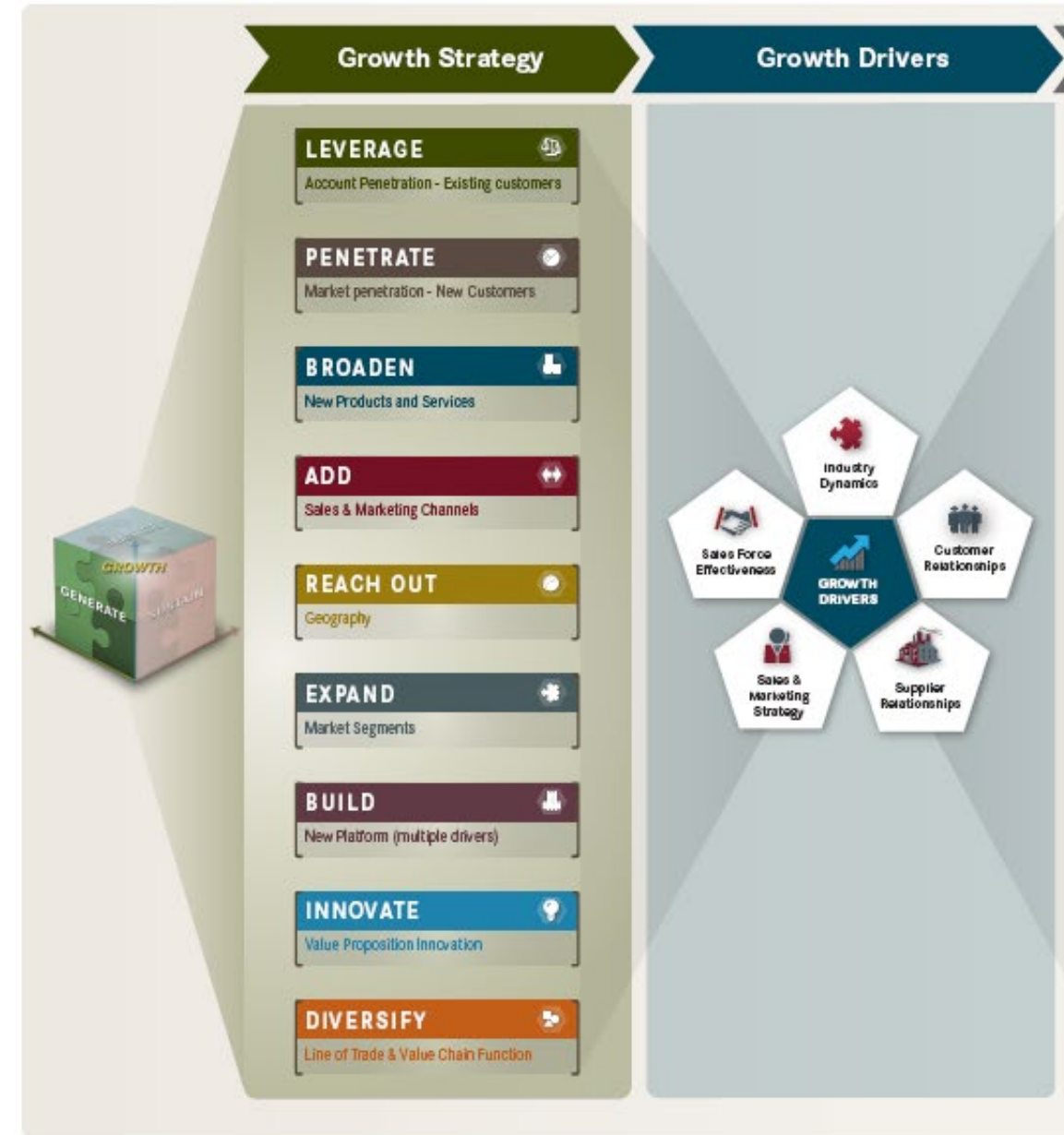
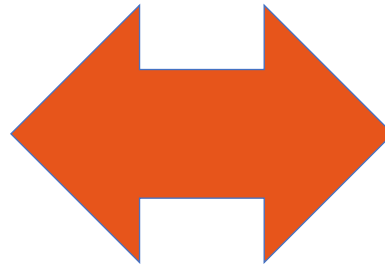


# Real-World Case Study

- Channel Growth Platform
- Implementing customer stratification  
as a channel growth tool



# CHANNEL GROWTH: ALIGNING SUPPLIER AND DISTRIBUTOR PERSPECTIVES





## Discussion: Group activity – 5 minutes

- 1) Having learned both perspectives, what will you change in your conversation about growth strategies/practices?
- 2) What are the different growth strategies you would recommend for your channel partners?

Each group is required to summarize the responses when we come back.

# Contact Information



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