

# Working with Distributors

Distributor Management & Development from Customer Attuned Ltd

Mark Hollyoake, Alan Thompson & Chris Hudd



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## Introduction

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More and more organisations are turning their attention to the distributed route to market.

There are two main reasons:

1. Organisations with home markets and operating companies are coming under increasing pressure to realise shareholder expectations. The distributed markets offer a viable growth if they can unlock the potential.
2. Proactive Distributors are actively seek out your organisation and brands. You have a growing international presence reliant on distributors.

Our Training Programme provides expertise and flexibility.

With over 30 years experience of working in Distributor Management we have developed a programme which focuses on:

- **Market strategy**
- **Distributor requirements**
- **Planning and delivery**

Or, in simple terms, **thinking, creating, doing.**

Our training enables organisations to develop a consistent approach within commercial teams. It establishes Distributor Management as a core commercial competence within the organisation.

We aim to enable you to increase the level of efficiency and effectiveness of your distributor relationships via the development of 'good practice' Distributor Management.

## Who is the programme for?

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You may be setting up new distributor relationships or improving the level of efficiency and effectiveness of existing ones. Our modules offer flexible entry points to match your needs. Whether you are:

A commercial manager new to Distributor Management

An existing Distributor Manager looking to develop and expand the distributed route to market

An experienced Distributor/Commercial Manager

A newcomer to the world of Distributor Management



## Our approach enables you to:

Reduce the need to change distributor(s) or reversion to the contract to resolve performance issues.

Increase the value generating potential from distributor based relationships.

Develop a recognised 'way' of managing customers through distributor relationships.

### **By the end of this programme you will be able to:**

- Establish the expectations the organisation requires the relationship to deliver.
- Develop a process that maps the market and feeds into expectation setting.
- Evaluate potential partners against a good practice process.
- Identify the fit versus expectation and requirement.
- Effectively engage internal key stakeholders on the need for a distributor partner.
- Produce a development plan to close the key distributor capability gaps
- Establish 'ways of working' between both parties
- Identify the role of a distributor manager: what do they do, why and when?
- Formally and objectively identify, evaluate and select a distributor partner.
- Develop a launch plan and its implementation
- Undertake a joint business planning process with a distributor partner
- Develop a joint business plan with a distributor partner

## **Programme Delivery**

We know distributor teams tend to be compact either the sole responsibility of one person or a limited number of highly skilled business managers. This is why we have developed a flexible programme of training and support to respond to individual organisation's needs.

Our training is a blended offer of face to face, interactive workshops, one to one coaching and mentoring, supported with on-line/Skype/web learning.

Prior to each programme we discuss your needs in detail to ensure we provide a package which meets your needs.

At the end of each programme participants are required to undertake a post course assessment. This takes the form of a self-assessment using a competency based questionnaire. It provides organisations and individuals with key information about skills, knowledge and competencies within their teams.

## Our Team

This Programme will be led by Mark Hollyoake, Alan Thompson and Chris Hudd

**Mark Hollyoake** is a co-founder and Director of Customer Attuned Ltd. He is currently studying for his Doctorate at Southampton University. He is an expert in B2B Customer Experience and Customer Management. He is a worldwide expert in international distributor management and third party management, and is currently co-developing an innovative method capturing and codifying best practice

with practitioners from a leading edge FMCG organisation.

**Chris Hudd** is an experienced trainer/consultant who has previously worked for several of the UK's leading consultancies in the B2B training and consulting space. Focussing in sales, distribution and key account management in the pharma, visioncare, FMCG and industrial/B2B sectors and driving sales through third parties.

**Alan Thompson** was instrumental in bringing a consistent global approach to CM for the business - initially leading a global roll-out of an in depth CM assessment framework supported by locally delivered CM training and implementation activities to businesses in Asia, Canada, Europe and the USA.

Please see [www.customerattuned.com](http://www.customerattuned.com) for full biographies.

### Cost & Timings

Our programmes are designed to flexibly meet individual organisation's needs. For more information on cost and delivery please contact us directly.

### About Customer Attuned

Customer Attuned is run by a team of customer management experts with strong experience in the development of innovative customer-driven change in the B2B sector. We passionately believe that the principles that form the basis for successful B2B client relationships are:

**TRUST, INTERDEPENDENCE,  
& MUTUAL COMMERCIAL  
BENEFIT sit at the heart of  
our approach**

### **We help you to:**

- Managing and improving the quality and return from your customer relationships
- Growing your share of existing customers
- Improving organisational efficiency
- Gaining new customers and building profitable relationship

We have a proven track record of co-creating bespoke solutions to enable your CM team to unlock potential and consistently grow market share value/volume.

Our business is founded on three core foundations:

**Trust** - the oil and enabler of the relationship

**Interdependence** - how closely do we work together, and rely on each other?

**Mutual Commercial Value** - is the relationship balanced with both sides mutually benefiting from what they have invested?

These, one could say are the crucible in which all good business practice and development are founded. Good customer relations depend on establishing a set of organisational values which underpin all activities. It enables organisations to work effectively, efficiently. Co-working creates stability, opportunity and drives down costs.

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<http://www.customerattuned.com/services/customer-management-assessment/>