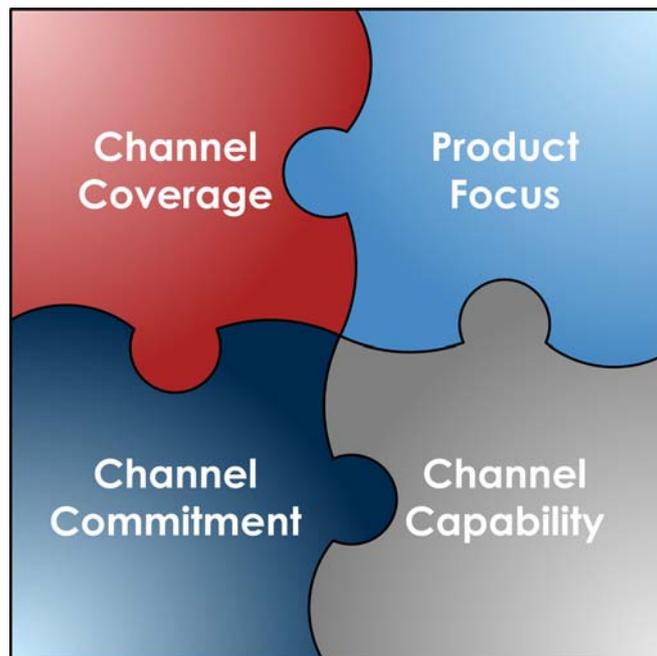


Dynamic Channel Performance Model

The sales performance of your channel is a factor of four interrelated aspects:



Channel Coverage

Do you have enough partners addressing the target market to make your targets? Are they covering all the end-user markets you want to reach? How much per month (both dollars and units) would they have to sell and is this realistic?

Product Focus

Does your channel strategy ensure that your entire product range is being sold? Are partners positioning the right products into the right end-user market segments? Do they know how to position your products against the competition?

Channel Commitment

How loyal are your partners to your brand? What is the economic return for the partner as a percentage of their total monthly sales for your product range? What other products or vendors does the reseller focus on and are your products aligned with these vendors markets and the skills required?

Channel Capability

Does the channel have the required technical, sales and administration skills to be able to sell your product into the target market? Do you have the programs and systems in place to provide these skills?