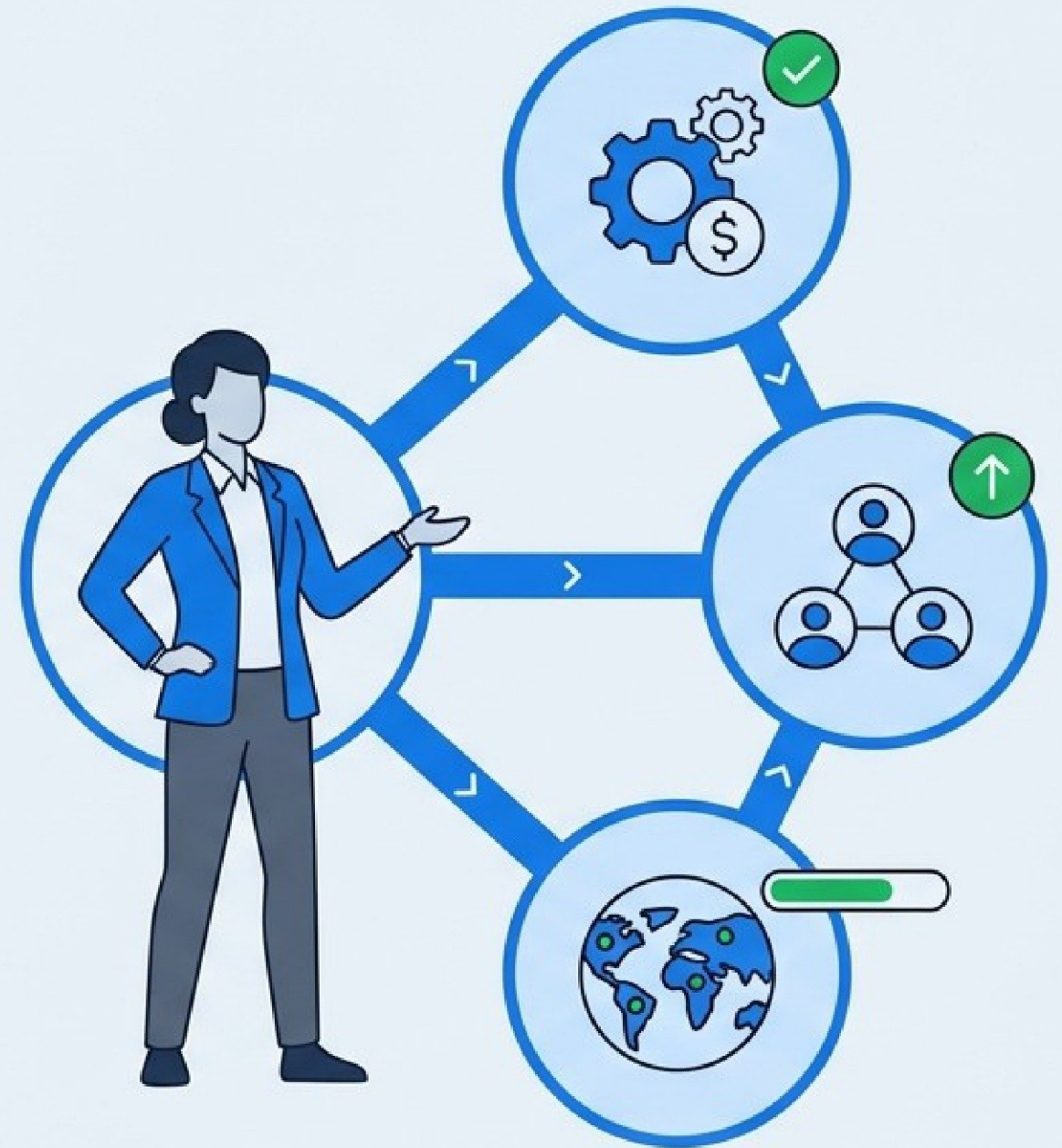


Channel Management Training Course for Corporate Teams

Drive Team Excellence and Optimize Distribution Networks with Channel Management Corporate Training



The Evolution of Channel Ecosystems



Training Framework and Delivery Metrics



Course
Duration — —
16 - 24 hrs



Format —
Instructor-led
Group Training



Modality —
Virtual, On-site,
or Off-site

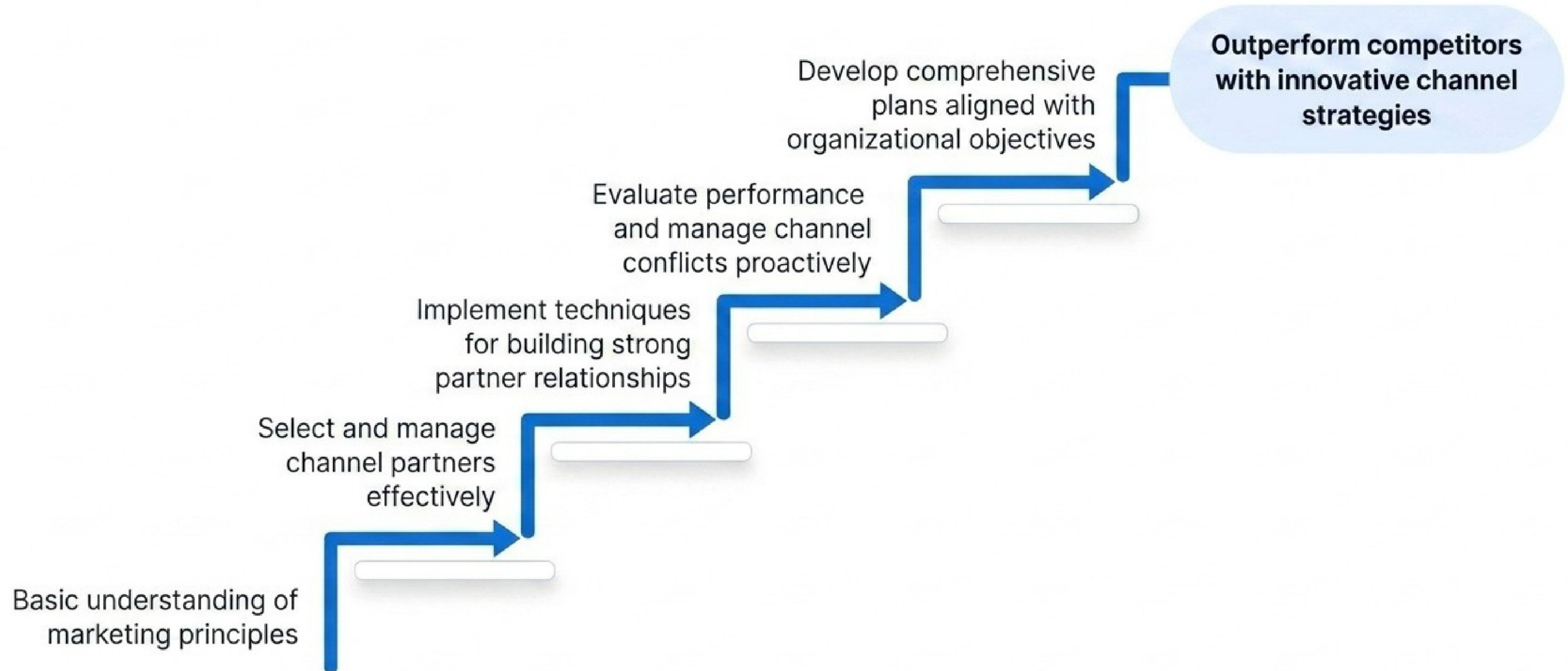


Scale —
10,000+ Trainers
globally



Credential —
Course
Completion
Certificate

The Capability Acceleration Path



Structured Competency Development

Phase 1 — Foundational Strategy Integration

Modules 1 - 5

Focuses on the marketing mix, objectives, motivation, decision-making approaches, and mapping the customer buying process.



Phase 2 — Partner Network Operations

Modules 6 - 11

Addresses direct sales, distributors, retail sector frameworks, reseller networks, and managing customer/supplier relations.



Phase 3 — System Design and Executive Alignment

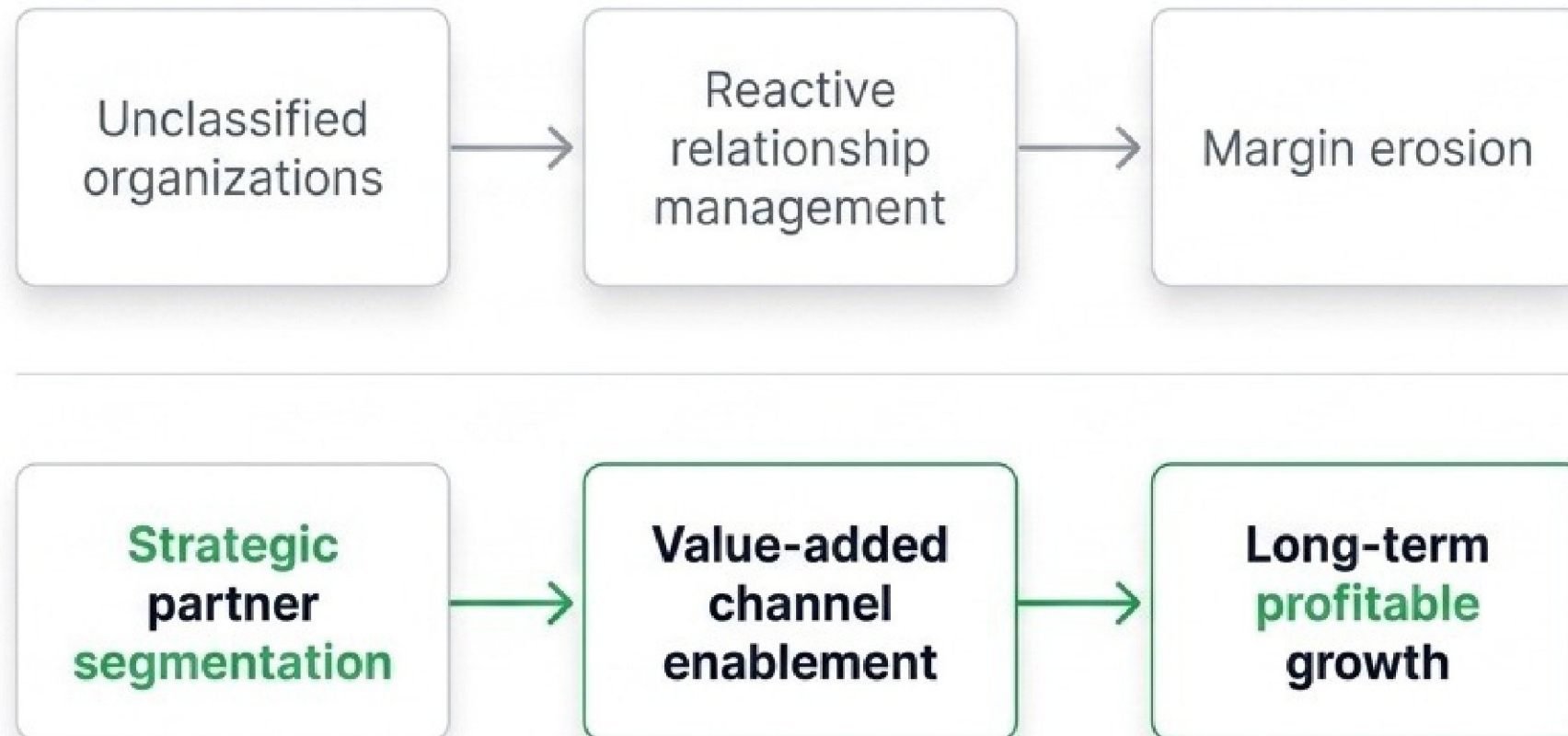
Modules 12 - 15

Covers marketing system planning, recruiting sales professionals, resolving channel conflicts, and leveraging the CEO's impact on sales.

Phase 1 — Foundational Strategy Integration



Phase 2 — Partner Network Operations



Manufacturers' Delegate Utilization



Distributor Contract Negotiation



Retail Shelf Placement Strategy



Reseller Discount and Rebate Structures

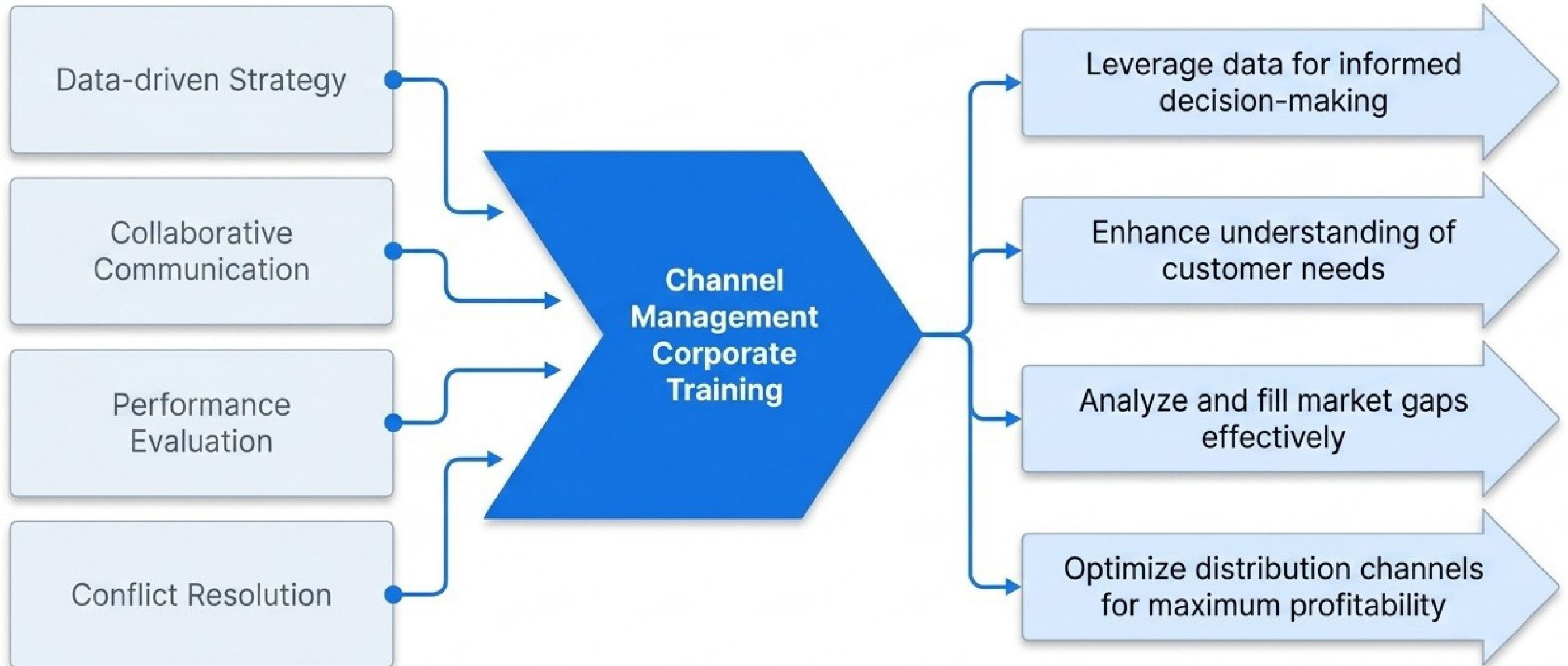
Phase 3 — System Design and Executive Alignment



Strategic Channel Modality Assessment

Direct Sales	Distributors	Retail Sector
Planning and structuring a direct sales force	Establishing productive partnerships and engaging influencers	Negotiating shelf space and positioning
Budgeting and optimizing sales profitability	Pricing strategies and margin management	Managing costs, margins, and promotions
Segmenting target customers and handling difficult accounts	Collaborative marketing and evaluating partner alignment	Compliance, operational best practices, and logistics

The Value Creation Engine



Target Audience Alignment



Flexible Corporate Training Implementation



Virtual Live Instructor-Led

- Consistent training quality ensures uniform learning outcomes
- Organizations can scale learning by accommodating large groups
- Interactive tools can be used to enhance learning engagement



On-site Face to Face

- Workplace environment can be tailored to learning requirements
- Team collaboration and knowledge sharing improves effectiveness
- Demonstration of processes for hands-on learning



Off-site Face to Face

- Distraction-free environment improves learning engagement
- Team bonding can be improved through activities
- Dedicated schedule boosts employee morale

Proof of Impact

“The Channel Management training transformed our team’s entire approach to partner ecosystems management and execution. As a Lead Regional Sales Director, the extensive coverage of channel enablement, enablement tools, concepts to enablement frameworks. Our team delivered record-breaking results in the subsequent quarter, exceeding all targets. Our team’s productivity and solution quality have improved measurably, validating this investment.”

Krishna Mondal

Lead Regional Sales Director
Organizational Excellence Platform

Enterprise Delivery at Global Scale



**Delivery Capability
Across 100+
Countries**



**Training Available in
10+ Languages**

English, Español, 普通话, Deutsch,
العربية, Português, हिंदी, Français,
日本語, Italiano

Optimize Your Global Distribution Networks

Equip your corporate teams with the strategies to select partners, manage conflicts, and dominate market coverage.

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