

# Integrated Sales Channel Development: The American Approach

Marketing, Sales, Customer Service  
Amsterdam (Netherlands)  
06 - 10 Oct 2025

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## **Integrated Sales Channel Development: The American Approach**

**Ref:** 321450\_127425 **Date:** 06 - 10 Oct 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

### **Course Description**

This comprehensive 5-day course explores the American integrated approach to developing and optimizing sales channels. Participants will learn strategies for identifying, evaluating, and managing diverse sales channels to drive business growth. The course covers channel partner selection, relationship management, performance metrics, and leveraging technology for seamless integration.

### **Learning Objectives**

- Understand the principles of integrated sales channel development
- Develop strategies for selecting and managing channel partners
- Learn to create and implement effective channel sales programs
- Master techniques for optimizing channel performance and measuring success
- Explore technology solutions for enhancing channel integration and efficiency

### **Course Modules**

#### **Day 1: Foundations of Integrated Sales Channel Development**

- Introduction to the American integrated approach
- Assessing current sales channels and identifying gaps
- Developing a comprehensive channel strategy
- Aligning channel strategy with overall business objectives

#### **Day 2: Channel Partner Selection and Relationship Management**

- Identifying and evaluating potential channel partners
- Establishing effective partner onboarding processes
- Developing strong channel partner relationships
- Creating win-win partnerships and incentive structures

#### **Day 3: Designing and Implementing Channel Sales Programs**

- Creating targeted channel sales programs
- Developing effective training and enablement resources
- Implementing channel-specific marketing strategies
- Managing channel conflicts and fostering collaboration

#### **Day 4: Optimizing Channel Performance and Measuring Success**

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- Establishing key performance indicators KPIs for channel success
- Implementing performance tracking and reporting systems
- Analyzing channel data to drive continuous improvement
- Developing strategies for underperforming channels

## **Day 5: Leveraging Technology for Channel Integration and Efficiency**

- Exploring channel management software solutions
- Implementing CRM systems for improved channel visibility
- Utilizing data analytics for channel optimization
- Integrating channels for a seamless customer experience

## **Practical Wins for Participants**

- Develop a customized integrated channel strategy for your organization
- Create a partner selection and onboarding process tailored to your business needs
- Design a channel performance dashboard with relevant KPIs
- Formulate an action plan for implementing technology solutions to enhance channel integration

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. In the background, there are concentric circles emanating from a point, suggesting a signal or a strategic move.

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