

Integrated Sales Channel Development: The American Approach

Marketing, Sales, Customer Service
Accra (Ghana)
13 - 17 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, creating a sense of depth and focus on the king piece.

Integrated Sales Channel Development: The American Approach

Ref: 321450_128104 **Date:** 13 - 17 Oct 2025 **Location:** Accra (Ghana) **Fees:** 3300 **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 in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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