

Integrated Sales Channel Development: The American Approach

Marketing, Sales & Negotiation
Tunis (Tunisia)
22 - 26 Feb 2026

UK Traininig

PARTNER

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_131749 **Date:** 22 - 26 Feb 2026 **Location:** Tunis (Tunisia) **Fees:** 3700 **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

UK Training
PARTNER



- 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.

UK Training
PARTNER

Blackbird training cities



Accra (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resources Management



Audit & Quality



Finance, Economics & Markets



Marketing, Sales & Negotiation



Secretary & Admin



Governance, Risk, & Compliance (GRC)



Project Management



Technology & Digital Transformation



Procurement, Contracts & Supply Chain



Leadership & Management Development



Professional Skills & Career Enhancement



Oil, Gas & Energy Industry Specialization



Healthcare & Safety Management



Telecom Engineering



Hospital Management



Customs Management & Global Trade Compliance



Aviation, Transportation & Logistics



Board Members & C-Suite Development



Agile and Refinement



Business Strategy & Competitive Analysis

Operational Risk Management



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335