Integrated Sales Channel Development: The American Approach

17 – 21 May 2027
London (UK)



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Why This Course

In today's competitive marketplace, relying on a single sales channel is no longer sufficient. Organizations must build integrated, well-coordinated sales ecosystems that combine direct sales, distributors, partners, digital platforms, and strategic alliances. The American integrated approach to sales channel development emphasizes alignment, measurable performance, strong partner relationships, and technology-driven visibility.

The Integrated Sales Channel Development & Optimization Program is a comprehensive 1-week course designed for sales directors, channel managers, business development leaders, and commercial strategists. The program provides a structured framework for designing, managing, and optimizing multi-channel sales systems that accelerate revenue growth while maintaining consistency and efficiency.

Participants will gain practical tools and strategic insights to transform fragmented sales channels into a cohesive, high-performing revenue engine.

What You'll Learn and Practice

By the end of this program, participants will be able to:

- Apply the principles of integrated sales channel development.
- Design effective strategies for selecting and managing channel partners.
- Build structured channel sales programs aligned with business goals.
- Establish measurable KPIs and optimize channel performance.
- Leverage technology to improve channel integration, visibility, and efficiency.

The Program Flow

Day 1 - Foundations of Integrated Sales Channel Development

- Understanding the American integrated channel model.
- Assessing existing sales channels and identifying performance gaps.
- Designing a comprehensive multi-channel strategy.
- Aligning channel plans with overall corporate objectives.



Day 2 - Channel Partner Selection & Relationship Management

- Identifying, evaluating, and selecting high-potential channel partners.
- Structuring onboarding and partner enablement processes.
- Building long-term, performance-driven partnerships.
- Designing incentive programs and win-win collaboration models.

Day 3 - Designing & Implementing Channel Sales Programs

- Developing targeted channel sales initiatives.
- Creating training, enablement, and support frameworks.
- Executing channel-specific marketing and promotion strategies.
- Managing channel conflicts and strengthening collaboration.

Day 4 - Optimizing Channel Performance & Measuring Success

- Defining KPIs and performance benchmarks for channels.
- Implementing monitoring, reporting, and accountability systems.
- Analyzing channel data to drive performance improvement.
- Revitalizing underperforming channels through corrective strategies.

Day 5 - Leveraging Technology for Channel Integration

- Channel management platforms and automation tools.
- CRM systems for improved visibility and coordination.
- Data analytics for forecasting and performance optimization.
- Integrating channels to create a seamless customer experience.

Individual Impact

Participants will leave the program with:

- A customized integrated channel strategy tailored to their organization.
- A structured partner selection and onboarding framework.
- A channel performance dashboard with meaningful KPIs.
- A practical technology adoption plan to enhance channel integration.

Organizational Impact

Organizations benefit through:

- Stronger revenue growth across diversified sales channels.
- Improved partner alignment and collaboration.
- Increased visibility into channel performance and profitability.
- Reduced channel conflict and operational inefficiencies.



• A unified, customer-centric sales ecosystem.

Training Methodology

This program follows a strategic and application-focused approach, including:

• Real-world channel strategy case studies.
• Interactive workshops on partner evaluation and KPI development.
• Group exercises on program design and conflict resolution.
• Practical templates for dashboards, onboarding, and performance tracking.
• Expert-led discussions linking channel strategy with revenue growth.

Beyond the Course

After completing the program, participants will be ready to:

• Lead integrated channel transformation initiatives.
• Strengthen channel partnerships and accountability frameworks.
• Implement technology solutions that enhance coordination and visibility.
• Build scalable, high-performing sales channel ecosystems.

