

OPTIMIZING CHANNEL ALIGNMENT

A program to develop collaborative advantage

8-Week Program (Jul 23 – Sept 10, 2024)

Jul
23

Jul
30

Aug
06

Aug
13

Aug
20

Aug
27

Sept
3

Sept
10



Leading the
Channel Forward®

ACTvantage



Program Introduction – ISA

- Remarks by ISA
 - ELCC Program Overview
 - ACTvantage partnership



Introduction - ACTvantage



Senthil is passionate about driving profitable growth through analytics. An engineer at heart, he brings a quantitative approach to business challenges, leading to unbiased solutions to optimize value.

Pradip is passionate about using an approach that combines data and coaching to help companies drive profitable growth. He is recognized in the industry as a thought leader, with 15 plus years of experience assisting hundreds of companies directly.



ISA Channel 2.0 Framework

ISA recognized ongoing industry dynamics and evolving needs in the channel.

Together with all stakeholders, ISA created Channel 2.0, a new standard of expectations, helping all stakeholders (Distributors, Manufacturers, and IMRs) create better strategic value for each other while satisfying the End User's evolving needs.



ISA Channel 2.0 Framework: A new standard of expectations



States '**WHAT**' critical activities to focus on for each channel player

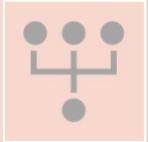
Acts as a checklist to manage the forces of change



Channel Challenge



With the ongoing supply chain challenges, manufacturers face new roadblocks, distributors alter their capabilities, and customers change their requirements; **the path forward keeps shifting.**



Channel partners are busy responding to forces of change from their organizational perspective; **are they also looking at these changes from their channel perspective?**



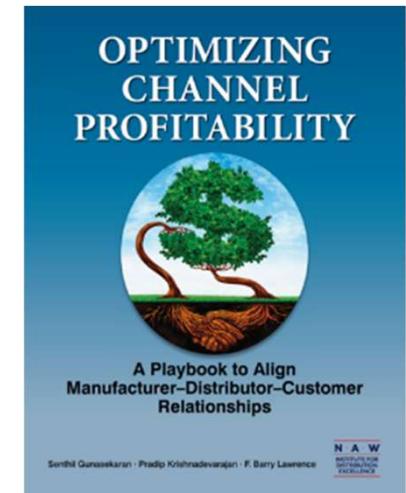
How do we **align our interests** in the channel?
How do we force all parties to recognize and respond with **mutually beneficial actions**?

How do we align our interests in today's age of disruption and a customer experience-driven economy?



Research and Outcome

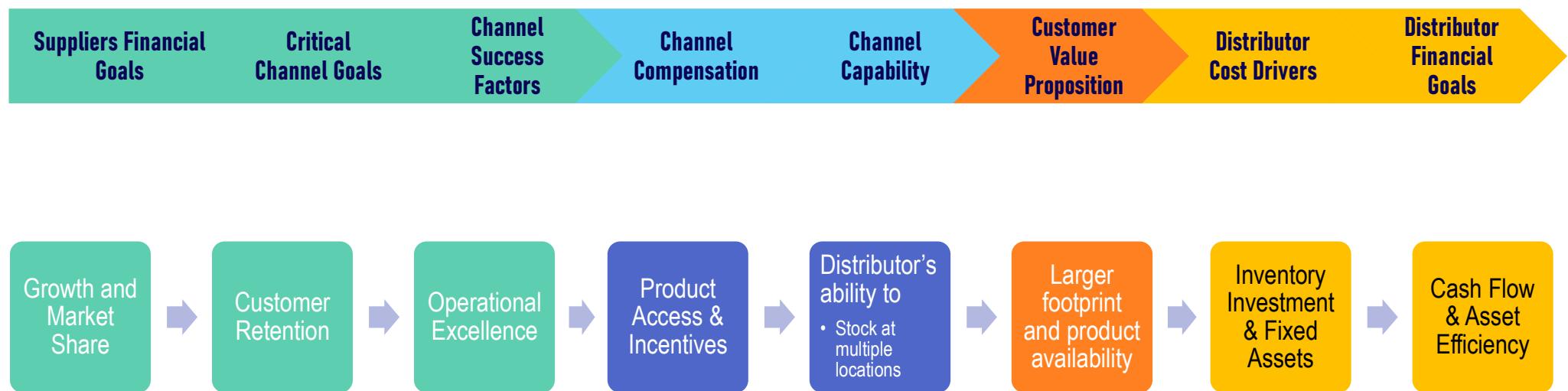
- These questions were the driving force behind our groundbreaking research study. The solution does not come from distributors alone or manufacturers alone, but rather from **collaborative research**.
- This first-of-its-kind study is based on a consortium made up of **multiple distributors (15 distribution firms from six lines of trade)** and **manufacturers (5 manufacturing firms from four lines of trade)** who came together to research and develop solutions.
- The consortium answered questions both quantitatively and realistically using **real-world channel data**.





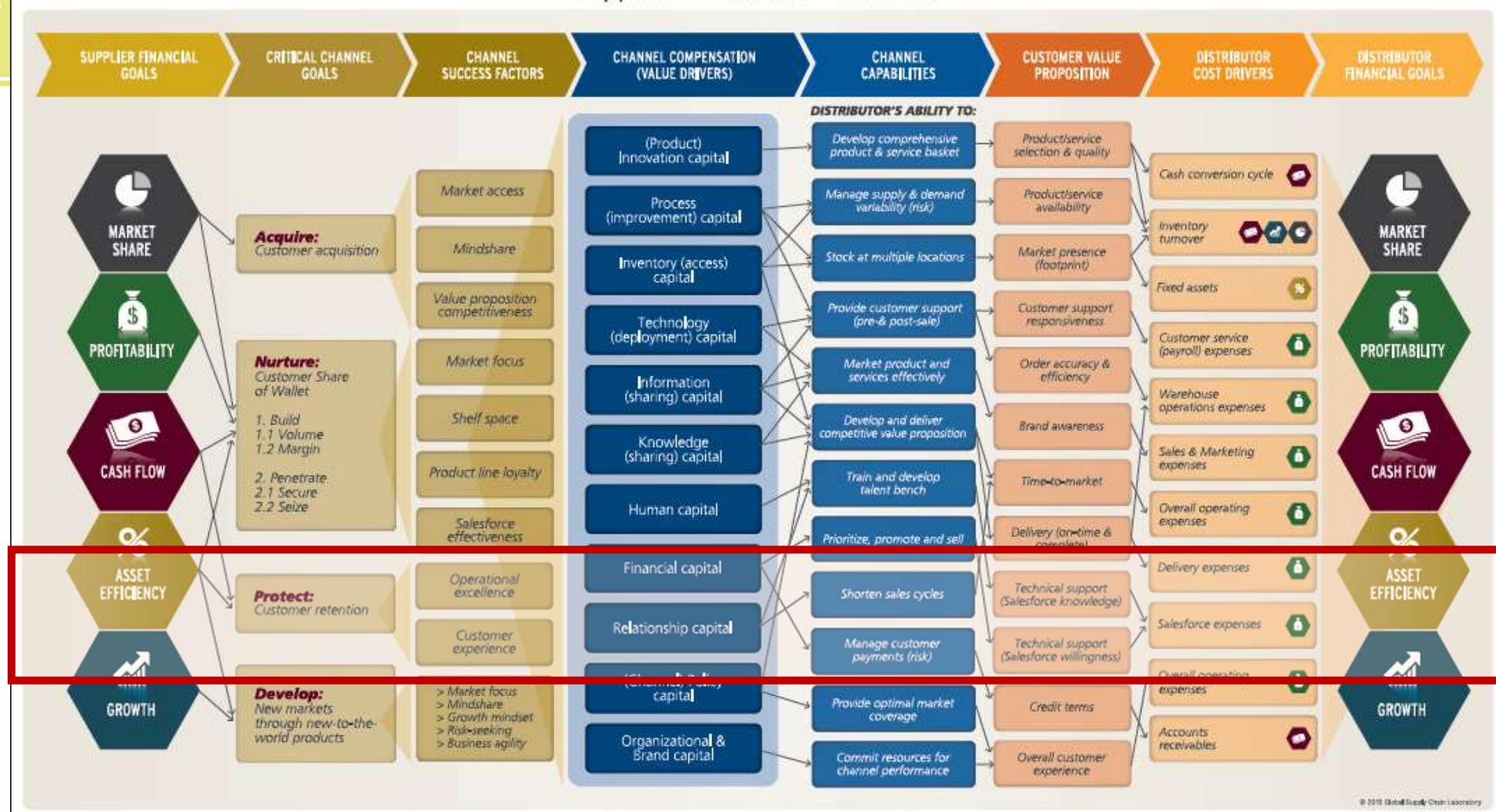
CHANNEL ALIGNMENT FRAMEWORK

Supplier • Distributor • Customer



CHANNEL ALIGNMENT FRAMEWORK

Supplier • Distributor • Customer





Channel 2.0

- States '**WHAT**' critical activities to focus on for each channel player
- Acts as a checklist to manage the forces of change

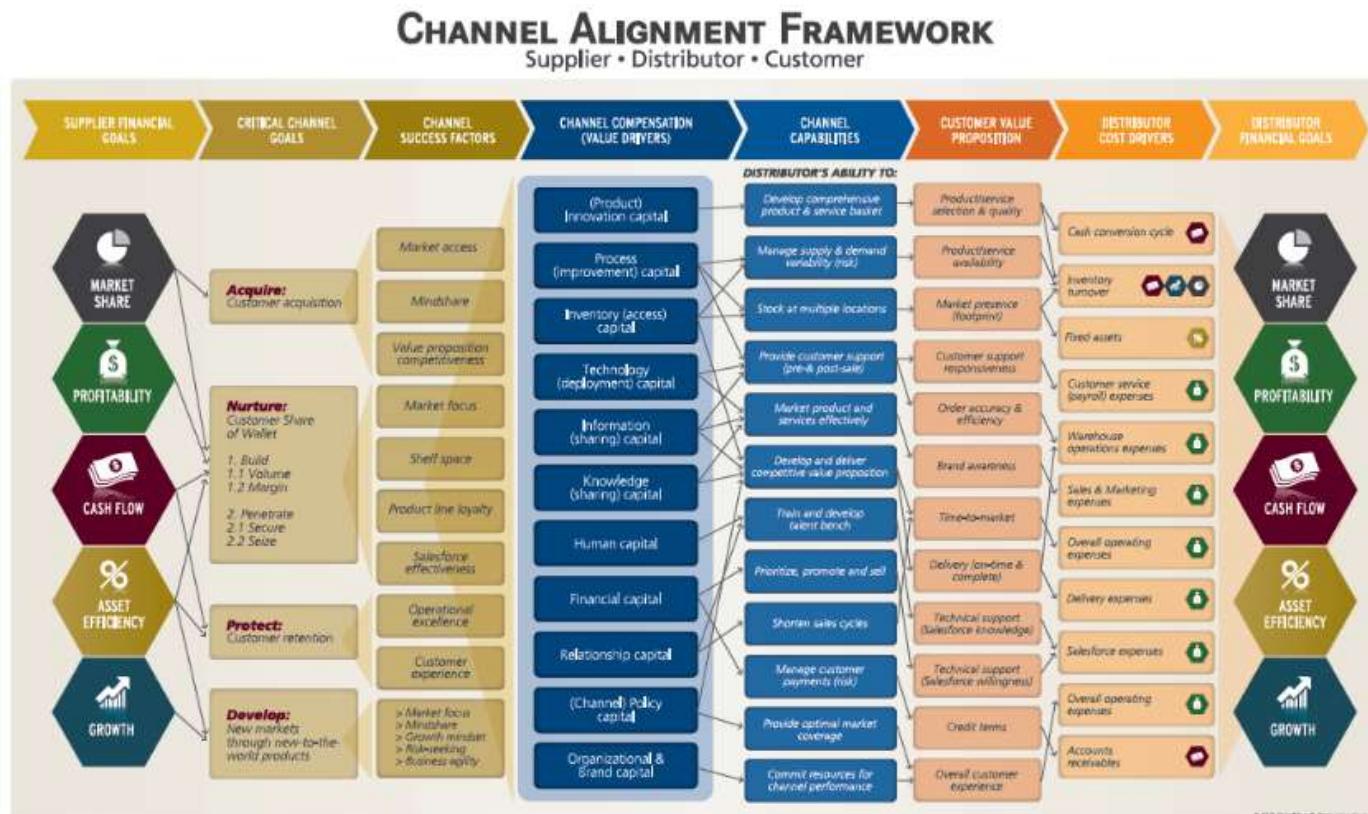


Optimizing Channel Alignment Certification

- Explains '**HOW**' to perform those critical activities
- Provides a detailed **CHANNEL ALIGNMENT FRAMEWORK** that
 - aligns goals, resulting needs/capabilities and resources of channel players
 - leverages data for channel alignment



Example





Optimizing Channel Alignment Certification in 8 Weeks

Channel Growth (Part 1)

Supplier Perspective

Assess your current channel goal-setting process

Translate firm-level financial goals to channel goals

Identify critical success factors for achieving channel goals

Channel Growth (Part 2)

Distributor Perspective

Learn to diagnose distributor growth challenges

Comprehend the key elements of the generating growth framework

Learn about nine growth strategies used by distributors

Channel Focus

Learn to identify the right channel partners.

Assess existing channel partner performance.

Leverage purchase order data for channel relationship.

Channel Value Proposition (Part 1)

Understand the trade-off of channel value proposition.

Discover the critical elements of channel value creation.

Learn about channel compensation comprehensively using 11 forms of capital

Channel Value Proposition (Part 2)

Measure the effectiveness of channel compensation elements.

Assess current channel compensation elements.

Harness the power of channel data.

Channel Alignment

Assess your current channel alignment process.

Connect channel stakeholders' interest to create channel alignment.

Apply the channel alignment framework as a channel relationship tool.

Understand how to quantitatively measure channel alignment.

Channel Evolution

Understand the implementation factors for channel management processes.

Learn four phases of implementing channel performance analytics.

Real-World Example.

Roadmap: A Plan of Action

Learn to adapt to channel forces.

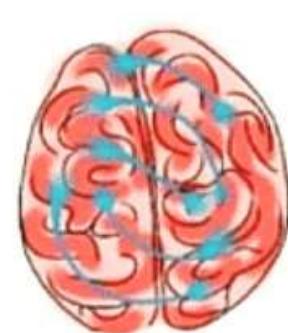
Comprehend the five principles of channel advantage.

The Roadmap: How to apply this at your company

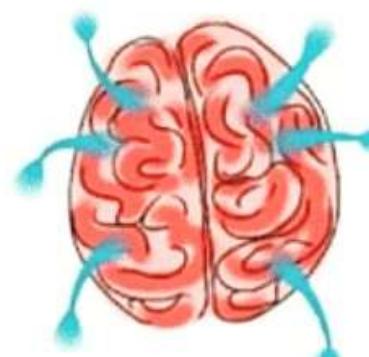
8 Weeks, 75 Minutes Each Week.

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot **learn, unlearn, and relearn.**”

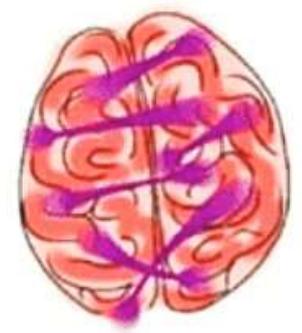
Alvin Toffler



Learn



Unlearn

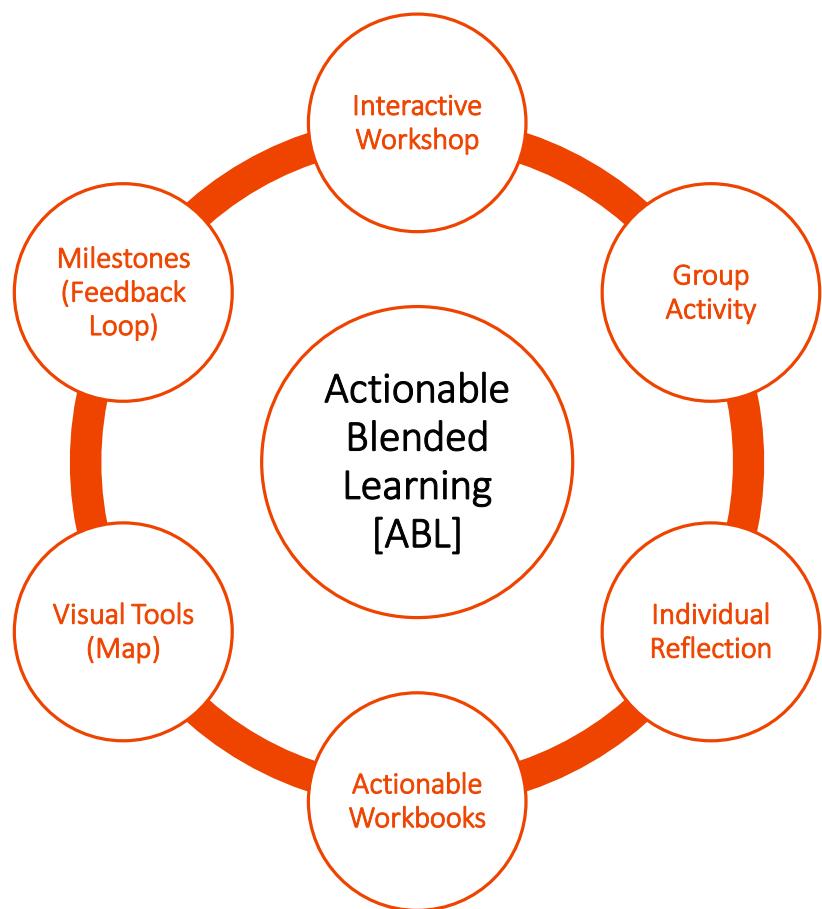


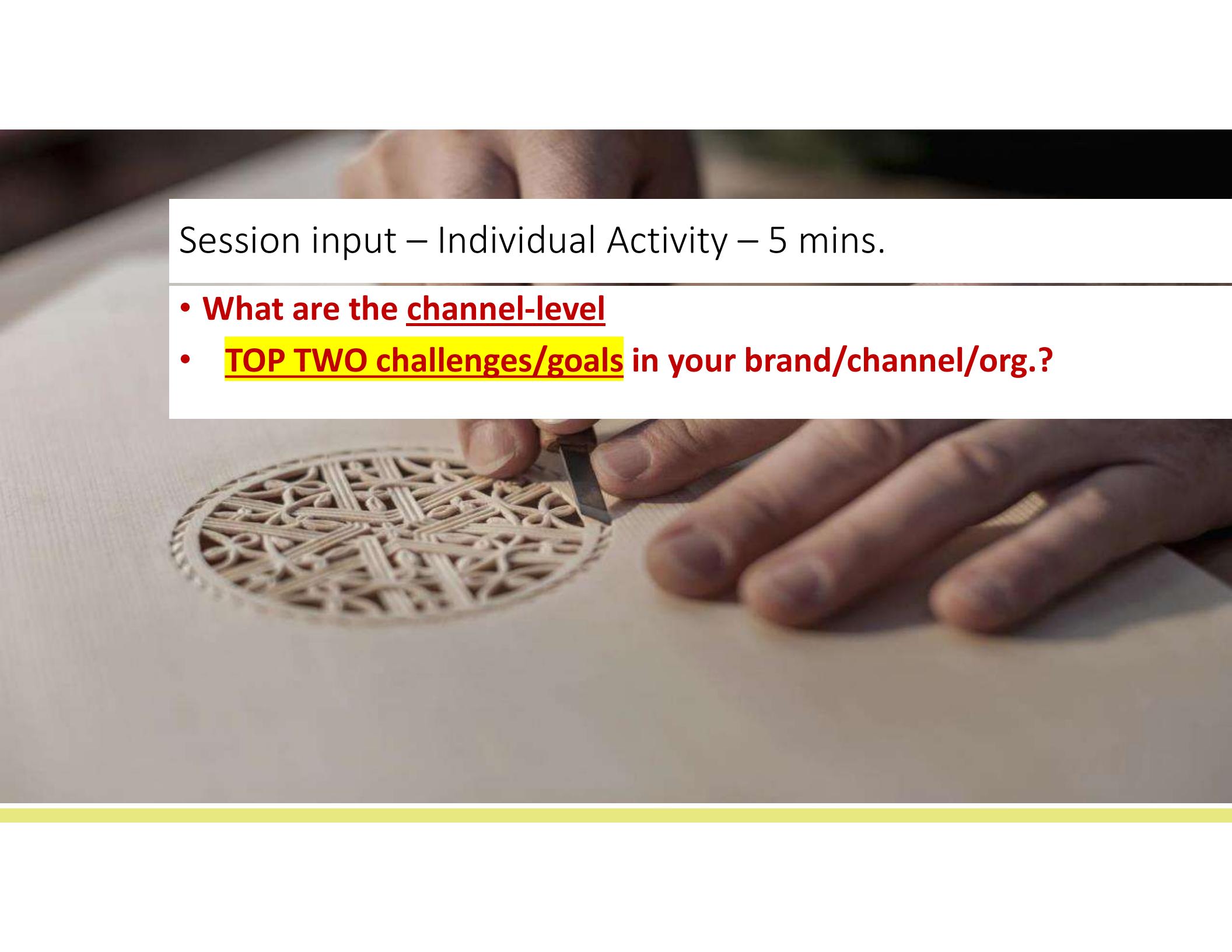
Relearn





Course Approach





Session input – Individual Activity – 5 mins.

- **What are the channel-level**
- **TOP TWO challenges/goals in your brand/channel/org.?**



Program Follow-up Instructions – ISA

- ELCC Portal
- Remarks by ISA

Contact Information



Dr. Senthil Gunasekaran
senthil@actvantage.com

Dr. Pradip Krishnadevarajan
pradip@actvantage.com

