

Tackle Your 2017 Channel Strategy and Management Issues

Engage Your Sales and Marketing Teams in Interactive Work Sessions to Define Actions that Deliver Results

Engage Frank Lynn & Associates (FL&A) to facilitate lively, interactive work sessions. FL&A will help your teams identify growth opportunities, improve the performance of your channel partners (e.g., distributors, dealers, e-channels) and tackle other channel strategy-related issues.



"Using the FL&A PPH® approach to understand market share and build action plans has given our company a common framework to discuss our position and how to grow; it is the first time we have been able to put a consistent structure for planning growth across our whole business" Board Director, IT/Healthcare Sector



"FL&A's channel management process enables our sales managers to supplement their experienced-based judgments with data-informed insights. They use the analytics to focus on the most capable and engaged channel partners..."

-- President, HVAC equipment manufacturer



Workshop 1: Growth Planning Through Market Share Management

Enable your team to systematically evaluate growth opportunities and define actions that deliver results.

During this work session, FL&A will introduce its proprietary market share analysis tool, PPH®, and help your team:

- Assess the factors that determine your company's market share
- Identify the factors that limit it
- Define specific actions to address the gaps and increase your company's market share and sales

Download this complimentary article to learn more about FL&A's PPH® market assessment tool: [Market Share Management Using PPH®](#)

Workshop 2: Channel Partnerlytics™ -- Increase the Performance of Your Channel Partners

Enable your sales team to proactively assess your channel partners and drive higher, more consistent sales.

During this work session, your team will:

- Evaluate the performance capability of each channel partner
- Determine if its portfolio of partners can meet its sales targets
- Create pragmatic, data-driven plans to improve the performance of each channel partner

Download this complimentary article to learn more about FL&A's CP&M™ process: [Shift to the Right— Improve the Performance Curve of Your Channel Partner Portfolio.](#)

Tailored Work Sessions

Collaborate with FL&A to design an agenda that aligns with your objectives and desired outcomes. FL&A frequently designs and delivers interactive, multi-day work sessions that enable teams to:

- Create growth plans
- Assess and refine channel strategies to improve performance
- Assess and refine or redesign channel compensation programs to more effectively motivate channel partners and improve their performance

Contact: Jim Fogarty at jfogarty@franklynn.com to learn more about these interactive work sessions and schedule a date for your team.