

Communiqué

50 Years: State-of-the-Art in Channel Strategy



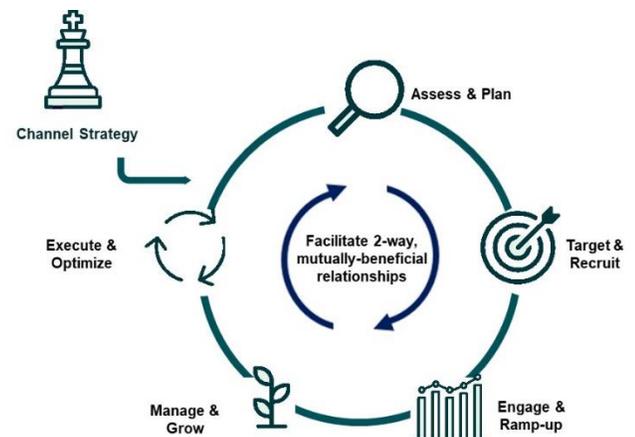
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Frank Lynn & Associates is fortunate to mark our 50th anniversary in 2023. What got us here? Frank Lynn, our founder, believed the firm’s success was grounded in state-of-the-art thinking. We only provide clients value when we bring them current and forward-looking insights—on market direction, frameworks and logic streams that support this view, and most importantly, actionable go to market strategy to achieve their business goals

State of the art has evolved over 50 years. In 1973, the key was understanding the value of location-based channel business models. Independent distribution, which largely developed in the years post World War II, was not well understood by manufacturers—leading manufacturers to make a multitude of mistakes in managing distributor relationships. In the 80’s and 90’s, focus shifted to logistics. The drive for efficiency and improved service led to the evolution of new channel business models—big box retailers, catalogs, and later, online sellers. Suppliers needed to integrate the new channel models into their go to market strategy and manage the resulting channel conflict. Since the early 2000’s, technology and data have shaped channel strategies. New ways of working with an expanding mix of channel types emerged. Data driven channel management has allowed market leaders to increase market share by being agile and more responsive to the customer while increasing profitability by applying more actionable metrics to channel management.

Through many market changes, growth and decline of industries and market segments, and changes in technology and information management, the foundational elements of go to market strategy remain the same. Market leaders in 1973 had and market leaders in 2023 will have the best answers to a short list of questions:

- Who is my customer? And how do they make decisions?
- What roles need to be performed? What channel alternatives are available to me? Of these, which are most capable/willing to help deliver my target customer?
- What is the optimal use of economics and channel management tools to drive the desired outcomes at greatest profit?
- Given all these considerations, what value proposition and engagement with the customer makes my brand the preferred choice?



Thank you to all our clients who have made this journey possible.

If you would like schedule a call to discuss your state-of-the-art channel strategy challenges, contact us at info@franklynn.com.