



Distribution Channel Development Program

Overview

MI Distribution Channel Development Program helps manufacturers and distributors (wholesalers) improve the positioning of their products and offers in the channel and increase sales by helping align products, resellers and markets, and by supporting manufacturers and distributors with a complete package of channel sales and marketing programs, resources, and tools.

Market Development Services	
Definition	MI Distribution Channel Development Program offers manufacturers and distributors a complete set of sales and marketing, and market and channel development services that lead to successful product placement and positioning in the channel, and revenue, market share and “reseller brand-share” growth. This program helps manufacturers and distributors identify the best marketing channels and resellers for their products and services to ensure market and financial success.
Program Components	<ul style="list-style-type: none"> • Market Intelligence, Information, and Situation Analysis • Voice of Customer Surveys • Marketing Strategy Development and Execution Support • Business Model Innovation and Optimization • Market Entry and Product Launch Services • Reseller Engagement, Development, and Growth • Sales and Marketing Training and Tools • Product Training • Lead Generation • “Brand Share” and POS Analytics • Marketing Events
Program Results	<ul style="list-style-type: none"> • Grow Sales and Improve Market Share • Do More with Limited In-house Resources • Product, Channel and Market Alignment for Success • Right Product Mix in the Right Markets • Sales Teams that are Trained and Optimized for Success
Target Market(s)	<ul style="list-style-type: none"> • Manufacturers and Distributors that want to launch and grow their brands and product lines in the emerging and expanding markets of the Americas.

Customer Service / Support	csc@marketinformatycs.com
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Core Regions / Markets	Caribbean Central America Colombia Mexico USA
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