

Case Study: Channel Partner Development



Client/ Company: A provider and manufacturer for advanced positioning solutions and GPS technology - for example laser, optical and inertial technologies.

Challenge: This company has third party distributors globally with 90% of their main point to market via Channel Partners. Account Managers and Key Account Managers support those Channel Distributors with training, product and market knowledge and best sales strategies. Account Managers progress gradually from the sales team and a great percentage of those people are technically orientated. The main challenge in this project was that the Account Managers lacked important strategic channel and account management skills to grow a country territory while fully supporting their channel partners in order to become high performing.

There was no strategy, no communication, no plan and a very re-active approach to all sales and distribution activity. The Gerlach Group was engaged to carry out the following:

Actions:

- Reviewed the company's overall strategy and partner strategy and made key organisational improvements that enabled a culture of high performance
- Devised a best practice solution that included training and coaching relevant account managers to be more effective with their channel support
- Engaged and ran "Train the Trainer" sessions with key channel partners internationally



Results:

- Resulted in an overall re-structure and significant organisational change within the company. This created a high performance organisational culture for future success
- Company is now operating 22 % more effectively with well-trained staff and robust processes

About 'The Gerlach Group'

The Gerlach Group specialises in building and developing high performance cultures in organisations worldwide.

If you want something that you have never had in your organisation, then you've got to do something you've never done*.

Find out exactly what The Gerlach Group can bring to your organisation. Contact our head office now on +44 (0) 20 8668 2000 or email us at [info \(at\) TheGerlachGroup.com](mailto:info@TheGerlachGroup.com) for a **free, no obligation** 30 minute consultation about your needs.

Companies we've worked with



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