

## **Go-to-Market Strategies**

With so much business conducted online, it's easy to forget how dealers, distributors, and reps help attain business goals. That's where channel managers come in. They direct the go-to-market efforts of their company. Here is a glimpse of their decisions.

- Identify end-customers (accounts or segments) who require distinct services from your distribution channel. Describe the segments and list these specific requirements.
- Assess the life cycle stage of your major products. Clarify the support and knowledge that enable channel partners' success with these products.
- Estimate the percent of your distributors' (or agents') total revenue derived from your firm.
- Define pre-sale, sale, and post-sale activities your products need for each type of end-customer. Be specific.
- Categorize distributors or agents by skills, expectations, and results. Define inputs and outputs for each category.
- Detail the support you provide for your distributors or agents. Compare it with what they want and need. Respect their positions.