



Distribution Channel Management

Optimizing the Customer Experience

EXECUTIVE SUMMARY

With markets and customer experiences being transformed by showrooming, transparency, e-commerce and globalization, distribution channels have become critical sources of sustainable competitive advantage. A great product isn't enough — managing channel conflicts, developing win-win partnerships, understanding omni-channel marketing and hybrid shopping behavior are just as important for success.

Without the discipline and toolset to modernize your distribution channels, your company's product and marketing efforts will face inefficiency and disruption. In this intensive program, faculty who wrote the book on channel strategy show you how to design, develop, manage, and improve your channel systems to optimize the customer experience.

Consumer goods and services companies selling through wholesalers and retailers, business-to-business firms working through independent distributors and sales representatives, retailers seeking to improve efficiency in an increasingly competitive marketplace, and intermediaries seeking to preserve their role in an increasingly fluid channel structure can all benefit from the tools and content in this course.

NEXT STEPS

Learn more and apply
kell.gg/kxchannel

Consult with an
Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

March 1–4, 2020 // \$7,250

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.



KEY BENEFITS

- Develop analytic skills through case studies and activities, and apply lessons to your organization's channel system
- Discover methodologies and tools to select channel intensity and appropriate partners, design incentives and resolve conflict
- Critically evaluate the role of emerging technologies in improving channel activities
- Build symbiotic win-win-win channel and customer relationships

WHO SHOULD ATTEND

- Senior executives — managers, directors and vice presidents — responsible for creating and managing channels of distribution in manufacturing, wholesale, retail and service firms
- Other senior leaders with strategic go-to-market responsibilities
- Entrepreneurs in need of a go-to-market strategy

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PROGRAM CONTENT HIGHLIGHTS

Designing Channel Strategies for Specific Market Segments

- Understand how your customers/end users buy and which channel benefits they value most — not just what, but *how* they want to buy
- Target the highest potential channel segments in your market
- Tailor channel experiences to deliver the priority benefits sought by target channel segments

Organizing Channel Activities with the Right Set of Partners

- Choose fitting channel intermediaries for target channel segments
- Set your distribution intensity
- Allocate channel functions to appropriate channel members for efficiency and effectiveness
- Integrate your supply chain with your distribution and go-to-market approach

Empathizing with Partners to Re-engineer Your Channels

- Solve critical business problems of fitting partners (beyond margins and commissions)
- Work with partners to jointly identify and solve end-user problems and system inefficiencies
- Pinpoint and manage around constraints limiting your optimal channel design

Aligning Channel Incentives from a Position of Power

- Use channel pricing to align partner incentives
- Leverage brand and expertise assets to become an indispensable channel partner
- Apply effective power sources to manage ongoing channel conflict

“This program is a good combination of theoretical concepts and practical issues, and it is well organized with a rich but easy to understand structure.”

Senior Researcher, Aprim

YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.



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THE FACULTY

Anne T. Coughlan

Academic Director; Polk Bros. Chair in Retailing; Professor of Marketing

Sunil Chopra

IBM Professor of Operations Management and Information Systems; Professor of Managerial Economics and Decision Sciences

Richard I. Kolsky

Adjunct Professor of Executive Education; Global Marketing Consultant

Please note: Faculty is subject to change.

The faculty members for this program are researchers, thought leaders and globally recognized authorities in the fields of distribution and supply chain management. They bring to this collaborative learning experience an extraordinary depth of knowledge and insight.

SPECIAL FEATURE

CHANNEL AUDIT TOOLKIT

The Channel Audit Toolkit leads you through a full channel analysis. The handbook describes the audit process, while the workbooks aid in the assessment of your channel design and operation. The toolkit is designed for use not just during the program, but also in your business afterward.

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ACADEMIC DIRECTOR: Anne Coughlan

SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3	DAY 4
MORNING SESSIONS		Supply Chain Management Chopra	Channel Structure and Power Case Discussion Coughlan	Channel Conflict Coughlan
		Channel Functions: The Work of the Channel Coughlan	Channel Gap/Alignment Analysis Kolsky	Case Discussion and Course Wrap-Up Coughlan
LUNCH				
AFTERNOON SESSIONS		Channel “Empathy” Kolsky	Closing Channel Gaps: Channel Redesign Case Discussion Kolsky	
	Program Introduction & Framework for Channel Management Coughlan	Channel Benefits and Empathy Case Discussion Kolsky	Pricing and Channel Member Compensation Through the Channel Coughlan	
	End-User Channel Benefits: Segmentation for Optimal Channel Design Coughlan	Channel Power and Channel Coordination Coughlan	Study Groups Coughlan	
DINNER				
EVENING SESSION	End-User Channel Benefits Exercises Kolsky	Study Groups Coughlan	Free Evening	

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