

CHANNEL MEMBER SELECTION

OVERVIEW

- Channel selection decisions are frequently necessary even when channel structure changes have not been made. Firms may need additional outlets to allow for growth or to replace channel members that have left the channel.
- Channel design is presented as a decision faced by the marketer.
- As a general rule, the greater the intensity of distribution, the less emphasis on selection.

SELECTION PROCESS

- Finding prospective channel members.
- Applying selection criteria to determine the suitability of prospective channel members.
- Securing the prospective channel members as actual channel members.

FINDING PROSPECTIVE CHANNEL MEMBERS

Important sources:-

- Field sales organizations
- Trade sources
- Reseller inquiries
- Customers
- Advertising
- Trade shows
- Other sources

SELECTION CRITERIA

- Credit and Financial Condition
- Sale Strength
- Product Lines
- Reputation
- Market Coverage
- Sales Performance
- Management Ability
- Attitude
- Size

Thank you

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