



Distribution Channel Strategy and Market Coverage Training Course

10 – 14 May 2027
Addis Ababa

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Ref: 768_223986 **Date:** 10 – 14 May 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Distribution Channel Strategy and Market Coverage Training Course is a one-week intermediate course for channel managers, sales leaders, business development teams, commercial analysts, and partner operations functions who leave with a Route-to-Market Optimization Plan. Participants connect customer and territory analysis, direct and indirect channel choices, partner selection, channel economics, conflict management, performance measures, and governance. The course separates commercial channel design from logistics network operations and generic sales supervision. Agile Leaders Training Center develops distribution channel strategy practice.

Who Should Attend

- Channel planning functions responsible for routes to market and coverage choices
- Sales leadership functions responsible for indirect revenue and territory performance
- Business development functions responsible for distributor and partner portfolios
- Commercial analysis functions responsible for channel economics and performance measures
- Partner operations functions responsible for activation, governance, and review

The course assumes participants can analyze customers, territories, sales results, and partner records, and leaves out warehouse design, freight planning, retail merchandising, digital campaign execution, and basic selling skills.

Departments and Industries

The course supports departments and industries that use direct, indirect, or mixed routes to market.

- Consumer goods and retail channel management
- Industrial products and technical distribution
- Technology, software, and partner ecosystems
- Healthcare and professional service networks
- Commercial strategy and regional business development

Learning Objectives

By the end of this course, participants will be able to:



- Analyze customer segments, territories, and channel coverage gaps
- Compare direct, indirect, multichannel, and omnichannel choices
- Build distributor and partner selection criteria
- Evaluate channel economics, conflict, and investment priorities
- Use output, activity, and capability performance measures
- Build a Route-to-Market Optimization Plan

Course Agenda

Day 1: Diagnose Market Coverage

- Customer Segment and Buying-Path Map
- Territory Potential and Coverage Gap Matrix
- Current Channel Footprint Assessment
- Market Access Barrier Register
- Route-to-Market Design Brief

Day 2: Design the Channel Portfolio

- Direct and Indirect Channel Choice Grid
- Vertical and Horizontal Channel System Map
- Multichannel and Omnichannel Role Matrix
- Channel Intensity and Exclusivity Decision Table
- Customer Journey Channel Assignment Method

Day 3: Select and Activate Partners

- Ideal Distribution Partner Profile
- Partner Capability and Coverage Scorecard
- Commercial and Operational Due-Diligence Checklist
- Partner Role and Territory Charter
- Activation Milestone and Enablement Plan

Day 4: Govern Economics and Performance

- Channel Cost-to-Serve and Margin Model
- Channel Conflict Diagnosis and Resolution Map
- Output, Activity, and Capability Performance Dashboard
- Decision Rights and Escalation Framework
- Partner Review and Portfolio Rebalancing Cycle



Day 5: Practice Route-to-Market Optimization

- Exercise: Diagnose a Territory Coverage Gap
- Exercise: Compare Direct and Indirect Channel Options
- Exercise: Score and Select Distribution Partners
- Exercise: Resolve Channel Conflict and Rebalance Investment
- Capstone: Route-to-Market Optimization Plan

Practical Exercises

The course uses suggested activities based on consumer goods, industrial products, technology services, and healthcare distribution.

- Suggested activity: map customer access needs and identify uncovered territory opportunities.
- Suggested activity: compare channel options using coverage, control, economics, and customer-experience criteria.
- Suggested activity: evaluate partner candidates against role-specific capability and activation evidence.
- Suggested activity: assemble portfolio choices, governance, measures, and review actions into a route-to-market plan.

FAQs

Who suits distribution channel strategy training, and what does it assume?

Channel planners, sales leaders, business development teams, analysts, and partner operations functions suit the training; it assumes they can analyze customers, territories, sales results, and partner records.

How does distribution channel strategy differ from logistics network training?

Distribution channel strategy selects commercial routes, intermediaries, partner roles, coverage, economics, and governance, while logistics network training focuses on physical inventory, warehousing, transport, and fulfillment.

How should a business choose direct or indirect distribution channels?

A business should compare customer access needs, offer complexity, market coverage, control requirements, partner capabilities, cost to serve, margin effects, service expectations, and scalability before assigning channel roles.

What causes channel conflict in a route-to-market strategy?

Channel conflict often comes from unclear territories, overlapping accounts, inconsistent pricing, competing incentives, weak lead rules, uneven support, ambiguous ownership, or performance measures that reward conflicting behavior.



Which measures belong in a distribution partner scorecard?

A distribution partner scorecard should combine output results, activity quality, capability evidence, coverage contribution, customer outcomes, pipeline discipline, service delivery, data quality, and agreed corrective actions.

Conclusion

Participants take back a Route-to-Market Optimization Plan linking segment needs, territories, channel roles, partner choices, economics, governance, and performance measures. It changes disconnected channel decisions into an evidence-based portfolio process. The plan supports clearer coverage choices, partner accountability, conflict resolution, and investment reallocation across markets.