



Behavioral-based Channel Management Training

BACKGROUND

SED International (www.sedintl.com) is a multinational distributor of IT products and solutions, computer systems, and mobility products. Founded in 1980, SED's distribution network serves the United States, Caribbean and Latin America. The Latin American operation maintains a Miami-based distribution center, along with an in-country operation in Colombia. Traditionally, the Miami operation focuses on selling to Miami-based exporters, most of which buy commodity products where pricing is usually the number one selection criteria when it comes to working with a distribution partner.

THE CHALLENGE: Better Channel Partner Engagement

The management of the Miami export operation believed that their inside sales force could do a better job of existing channel partner sales engagement. At the same time, management wanted the sales team to be more proactive in selling the company's higher-end products and solutions. For the more sophisticated products, new channel partners were needed in key Latin American countries. Realizing that a skill gap existed, the company turned to Pigs on the Roof to focus the sales team on the following:

- ✦ Channel partner attribute collection via regular interactions
- ✦ Account base profiling based on key attributes
- ✦ Proper tiering of assigned partner accounts for more effective engagement
- ✦ Targeting of existing channel partners for the selling of higher-end products
- ✦ New channel partner recruitment best practices

THE SOLUTION: Customized Channel Training

Based on years of channel experience, specifically in channel partner recruitment, engagement, enablement, management and motivation, Pigs on the Roof developed a customized two-day channel training curriculum for SED. Ahead of the material's development, Pigs on the Roof consulted with SED to gain insights into its sales force and Miami-based business. This allowed Pigs on the Roof to better tailor the training to SED's unique requirements.

The training focused on the understanding of natural channel partner business behavior for more effective partner engagement and management. The training developed and delivered by Pigs on the Roof exceeded the expectations of the SED sales team and its management.

