

# Channel Management Strategies

To maximize channel managements all parties need to have a positive, productive, fluid relationship. In order for this to occur many moving parts have to work harmoniously. Any disruptions will cause future complications that negatively impact other channel members and also negatively impact consumers from purchasing products. Below is a list of topics that businesses need to consider and plan for when they strategize for their channel management.

- **Matching Customer Needs**
  - The end customer is always the main focus to be considered when making decisions. If the customer is looking for a low cost product, then any high cost distribution options should be avoided
- **Have Alternatives**
  - Disruptions in a distribution channel can, and does occur. Having alternatives available when necessary is important to maintain schedules and providing customers their products as originally planned
- **Incentivise Channel Members**
  - Creating incentives for channel members (discounts for maintaining product schedules) provides additional reasons and likelihood smooth channel management occurs
- **Continually Evaluate**
  - Looking for cheaper, faster, smoother options is necessary and focuses on improving the process. Assuming the process can't be improved or is "as good as it can be" hinders improvements and can cause a company to fall behind competitors

<https://www.linkedin.com/pulse/20140220004035-17716446-creating-an-effective-channel-sales-strategy>