

## Channel Benchmarking: Analyse & Evaluate your Channel

### ⇒ Your needs:

- ✓ Determine the strengths and weaknesses of your distribution network (vertical markets, Technical skills, geographical cover, Client types).
- ✓ Compare your points of sale cover to those of your competitors
- ✓ Measure your points of sale cover as compared to the market by number (of points of sale) and value (Turn-over)
- ✓ Improve your sales strategy and marketing partners

### ⇒ Our solution: **Channel Benchmarking**

Channel Benchmarking is a service that provides benchmarking of your channel coverage in relation to the market and/or to your competitor, **to know where you stand.**

Channel Benchmarking facilitates:

- Benchmarking a distribution network for the sector being analysed,
- comparing your network with that of the direct competition

The purpose of Channel Benchmarking is to identify the strengths and weaknesses of your network with a view to optimising your recruitment and communications strategy.

### ⇒ Benefits:

- ✓ You have a clear visibility of the strengths and weaknesses of your distribution network, in order to make strategic decisions
- ✓ You can tune your channel: expand or strengthen your partners' network in the light of the strengths and weaknesses identified and adapt your strategy to your marketing and sales priorities
- ✓ Optional: your priority targets are defined and marked in the on-line access.

### Analysis and comparison:

- Activity sectors targeted by resellers
- Technical skills
- Types of client
- Geographic cover
- Account typology
- Sales zones

### Features

<b>Offer</b>	A service of benchmarking for your existing channel against the market and/or competition.
<b>Delivery</b>	In direct cooperation with the client, we supply an analysis of your distribution channel, with tables, graphs and geo-marketing maps.  The Channel Benchmarking offer includes a 50 pages report in English of analysis and graphs to give you a complete view of your market.
<b>Method</b>	We compare the client's partners database with the compuBase partners database that might be suited for selling the client's products, or partners of competing brands..

### Stages in the Channel Benchmarking Process

1. **Creating datasets** for analysis (from the Client and compuBase databases)
2. **Defining angles** for the analysis (eg. geographical coverage, penetration of products per family, method of sales, structure of revenue of partners vs competition...)
3. **Statistical analysis** together with the Client to define the most relevant results.
4. **Setting up presentations** (geomarketing, positioning, estimation of partner revenues, etc.)
5. **Presenting** the results

#### Options:

**Benchmarking Consulting:** In-depth Benchmarking analysis by a specialist consultant, in direct collaboration with your team in order to determine directions for strategic developments.

**Channel Tuning:** Definition of new, strategic targets, addition and top up of these companies for telemarketing and sales work.

*Additional offerings: Channel Ranking – Scoring – CRM Solutions*