



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Channel and Distributor Management

3 day course

Classroom, online or in-house

Course overview

Selling through a distributor means somebody else owns the customer relationship, sets the shelf price and decides how hard to push your product against the others in their bag. This course covers managing that. Delegates work through channel design and the decision to sell direct, through partners or both without the conflict that combination creates, partner selection against capability rather than enthusiasm, and the agreement covering territory, exclusivity, targets and termination. Motivating a partner who carries competing lines is addressed practically, including margin, support and the attention economics of a sales bag. Stock, sell in against sell out and channel visibility follow. The course closes on performance review and on replacing a distributor without losing the market.

What you will learn

- Design a channel and manage the conflict between direct and partner sales
- Select partners on capability rather than enthusiasm
- Structure agreements covering territory, exclusivity, targets and termination
- Motivate a partner who also carries competing lines
- Distinguish sell in from sell out and obtain channel visibility
- Manage stock, returns and pricing through the channel
- Review performance and replace a distributor without losing the market

Who should attend

- Channel and distributor managers
- Export and regional sales managers
- Brand and trade marketing staff
- Business development professionals building partner networks
- Manufacturers selling through third parties

Course outline

- 01 Somebody else owns the customer
- 02 Channel design and direct against partner
- 03 Managing channel conflict
- 04 Partner selection and capability
- 05 Agreements, territory and exclusivity
- 06 Motivating a partner carrying competing lines
- 07 Sell in, sell out and channel visibility
- 08 Performance review and replacing a distributor

Upcoming dates

Dates	Venue	Format	Fee per delegate
7 to 9 October 2026	Accra, Ghana	Classroom	USD 995
9 to 11 November 2026	Nairobi, Kenya	Classroom	USD 995
16 to 18 November 2026	Windhoek, Namibia	Classroom	R14,950
27 to 29 January 2027	Maputo, Mozambique	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afiscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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