

PACT™

The Program for Advanced Channel Technology

SALES CHANNEL SELECTION, ENGAGEMENT AND MANAGEMENT

For all its harmonisation Europe remains a complex marketplace for many companies.

In spite of the free movement of goods, the Euro and double taxation agreements, many fundamental differences remain; differences which make it difficult or impossible for companies to export successfully to various parts of the continent.

The Challenge

Customer acquisition can be extremely expensive. In an environment where additional barriers are presented by differences in language, culture, legal requirements, taxation rules and customer buying preferences, finding and keeping new customers can be a daunting prospect.

The direct approach can work for companies who can afford to build expensive sales and marketing infrastructures and wait for up to several years in some cases to see profitable results. But even with significant resources, it's a difficult task and success is not guaranteed. Unfortunately, many businesses need to grow their sales but cannot afford this approach.

The Solution

Properly set up and managed third party sales channels can provide the solution:

- ✓ Market presence at a fraction of the cost of installing direct sales and marketing resources
- ✓ Significantly more coverage in terms of feet on the street
- ✓ Product or service experts who speak the language, live the culture and understand the rules
- ✓ Direct access to literally thousands of target customers can be achieved in a matter of weeks.

What is PACT™?

PACT™ is a sales management program, developed by Brian English, which covers the selection, engagement and management of integrated direct and indirect sales channels.

What makes PACT™ Different?

- ✓ It uses tried and tested techniques developed and refined over many years
- ✓ Only fully accredited practitioners are licenced to use it
- ✓ Based on a highly disciplined process the program focuses on results
- ✓ It facilitates a full, integrated sales and marketing infrastructure, including direct and indirect channels
- ✓ Supplier investments are tied to measurable results, including orders, sales and margins

The Benefits PACT™ Offers

- ✓ Rapid market presence
- ✓ Affordable market penetration
- ✓ Potentially, short-term return on investment
- ✓ Structured and disciplined sales infrastructure development
- ✓ Time-based, tangible deliverables to which payments are linked

Program Structure

A PACT™ program typically consists of three to four months' intense activity on the part of the implementor and up to twelve month's ongoing sales management support.

Stage I: Product Portfolio & Sales Infrastructure

- ✓ Define products, services, custom capabilities
- ✓ Define target customers and buying preferences
- ✓ Profile existing infrastructure
- ✓ Agree realistic expectations and priorities
- ✓ Identify competitive and complementary products
- ✓ Profile ideal channels
- ✓ Prepare multi-lingual sales literature

Typical Duration: 4 to 8 weeks

Stage II: Selection of Partners

- ✓ Sources of available channels
- ✓ Identify and approach
- ✓ Information gathering and interviewing
- ✓ Selection and decision making

Typical Duration: 4 to 6 weeks

Stage III: Contract Negotiation & Closure

- ✓ Contract negotiation
- ✓ Exclusivity
- ✓ Business planning
- ✓ Buyer and seller obligations
- ✓ Stock control
- ✓ Sales regions
- ✓ Training, sales support and joint promotion
- ✓ Anti-competition practices

Typical Duration: 2 to 4 weeks

Stage IV: Ongoing Management

- ✓ The PACT™ Sales Management Plan
- ✓ Sales funnel management
- ✓ Performance reviews
- ✓ Support
- ✓ Joint visits
- ✓ Problem solving
- ✓ Training and retraining
- ✓ Discount pricing

Typical Duration: 12 months

The Project Plan

A project plan to extend a company's reach to continental Europe comprises a breakdown of the program activities along a timeline, incorporating the specific regional and vertical market preferences of the principle.

A detailed plan therefore includes:

- ✓ Time-based identification, engagement and selection
- ✓ A prioritised market coverage target
- ✓ Orders and sales plans covering stock and demand
- ✓ An expense schedule
- ✓ A return-on-investment analysis

Who Should be Involved in its Implementation?

- ✓ Sales people, managers and directors
- ✓ Marketing managers, directors and practitioners
- ✓ Managing directors and general managers
- ✓ Strategic planning personnel
- ✓ Distribution sales and sales support personnel
- ✓ Finance managers

Self-implementation

For companies wishing to adopt and implement the program themselves, **ibd Group Ltd.** will provide tailored, on-site training, support materials and licences to use PACT™.

ibd Healthcheck

and **Business Development Program**

Initiatives in Business Development Group Ltd. is an international network of highly skilled, mature and experienced professionals dedicated to helping small and medium sized businesses to improve profitability and develop. The advisors use a tried and tested proprietary tool called the "Healthcheck" to assess an enterprise's weaknesses and formulate a Business Development Program.



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