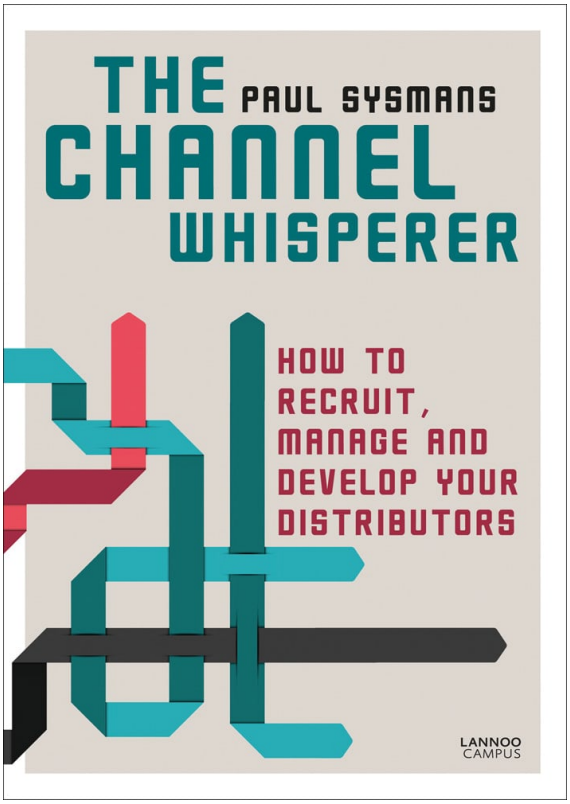
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The Channel Whisperer

How to Recruit, Manage and Develop Your Distributors

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- One of the first books to tackle every aspect of dealing with distributors
- Features a chronological, easily applicable and international approach
- Contains useful templates

Dealing with distributors can be hard. They are constantly looking for better and exclusive deals, form a bad fit with your company's strategy, do not spend enough time on your products and rely too heavily on your support. At least, that is the viewpoint of many managers. However, getting a better result from the cooperation with distributors starts at your own organisation. Distributors aren't just clients, but an essential extension to your own organisation. That means they should be treated as such. Because why would your distributor want to work exclusively for your organisation? Once organisations start tweaking their attitude towards distributors in the right ways, they will undoubtedly only stand to gain from their cooperation with distributors.







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