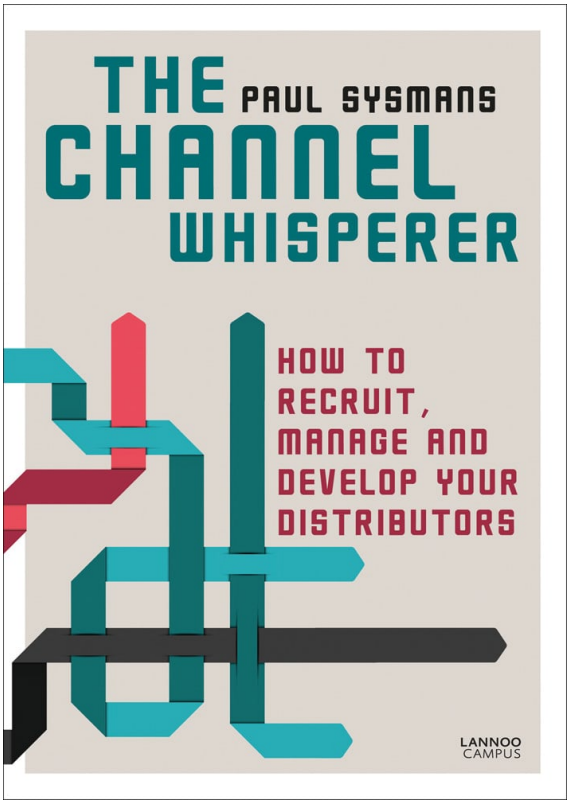
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The Channel Whisperer

How to Recruit, Manage and Develop Your Distributors

Paul Sysmans

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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 organization. Distributors aren't just clients, but an essential extension to your own organization. That means they should be treated as such. Because why would your distributor want to work exclusively for your organization? Once organizations start tweaking their attitude towards distributors in the right ways, they will undoubtedly only stand to gain from their cooperation with distributors.

Paul Sysmans has built up a successful career in international marketing, sales and general management in companies such as Agfa Healthcare and Kodak Health. He currently works at Hyundai Construction Equipment Europe.







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