

Channel Management Framework

Unlocking the True Potential of Your Sales Channel



Blackstone & Cullen, Inc.

Day 1 Ready

Identify, Unlock and Capture the Business Value of an Integrated Channel Management Framework



MONITORING

Scorecards, Dashboards and Key Performance Indicators (KPIs) to drive accountability and alignment across your organization.

ANALYZING

Integrated analytics to move you rapidly from merely monitoring data to transforming it into critical knowledge and sharing it throughout your enterprise.

PLANNING

A flexible framework that offers business planning, budgeting, forecasting and management reporting to support critical business processes and strategic decision making.

Blackstone and Cullen is a specialized consultancy focused on business analytics and technology to optimize direct and channel sales performance. By aggregating and transforming raw data from disparate enterprise systems into actionable knowledge, we enable our clients to gain a sustainable competitive advantage, optimize business performance and increase bottom line profits.

BENEFITS	A broad rationalization of your current channel management processes
	Comparison to best-of-breed Channel Management Framework Processes
	Creation of a convincing business case to drive change and improve your business processes
	Prioritization of highest return projects to maximize a sustainable competitive advantage
PROCESS	Partner Benchmarking Which partners are doing the best job and how do they compare to each other?
	Channel Performance Management Improve your channel management performance processes through more efficient and effective planning, forecasting, analysis, and reporting.
	Partner Lead Management and Deal Velocity Do your leads go to the partner who can deliver in YOUR timeframe with the highest likelihood of success?

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SAMPLE WORKSHOP SCHEDULE

Day	Timing	Agenda
Day 1	Morning	Kickoff, introductions, and group process analysis and discussion <i>(1-hour Group Kickoff, followed by BAC interviews)</i>
	Afternoon	Process documentation and analysis interviews <i>(1-on-1 BAC interviews)</i>
Day 2	Morning	Discuss findings from Day 1 with group and begin solution design <i>(1-hour group discussion, followed by BAC interviews)</i>
	Afternoon	Continued solution design discussions and deliverable development <i>(1-on-1 BAC interviews)</i>
Day 3	Morning	Assess future state KPI impacts/benefits and develop adoption & implementation guidance <i>(1-on-1 BAC interviews if needed)</i>
	Afternoon	Deliverable Presentation and Discussion <i>(1-hour Group Presentation)</i>

These scenarios can be applied in all functional areas of your Channel Management Framework. We jointly select one solution area for a CMF Workshop from the above list or alternate areas. Additional solutions will be presented by BAC as part of the CMF workshop.

Depending on the desired workshop length, the BAC team will deliver a current state process analysis, future state process design, a high-level business case for the proposed solution, as well as a high-level adoption/implementation plan and a proposal for additional services to implement the solution.

CLIENT REQUIREMENTS

To facilitate the workshop, clients should identify a CMF workshop owner and members should have in-depth knowledge of the problems and processes to be addressed during the workshop, and can assist in building buy-in for the developed solution. Clients will also be responsible for facilitating on-site logistics (e.g. conference rooms, building access, BAC network access, etc.) and identifying and providing the BAC team with relevant materials prior to and during the workshop.