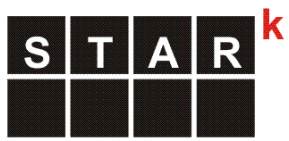




Channel Strategy Grid

Mumbai

October 15, 2010



Channel Strategy Grid

Typical Issues for Channel Managers

- What is the strength of your Channel?
- What should be your strategic approach to different types of Channel Partners?
- How good is the fit between your personal profile and your Channel profile?

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Channel Strategy Grid

Channel Grid

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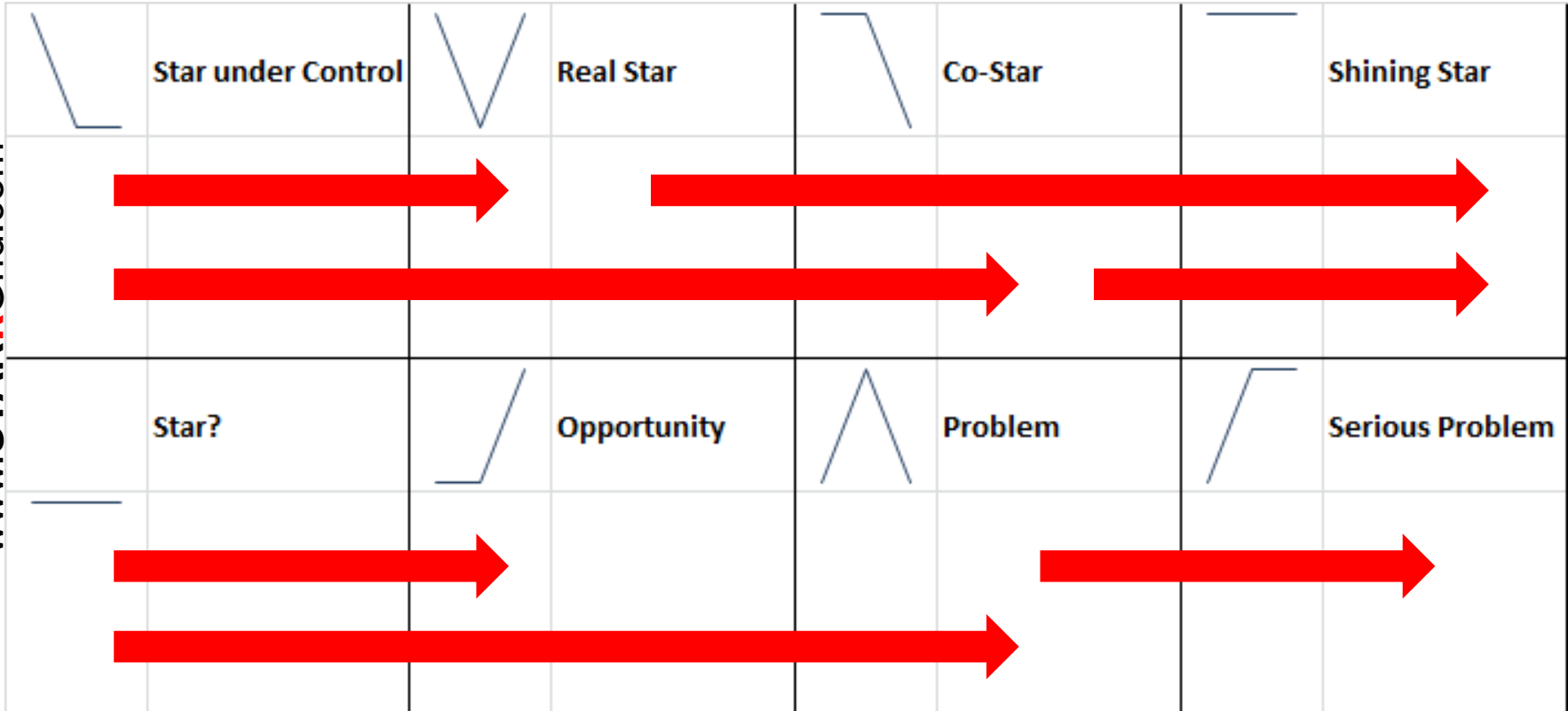
 Star under Control 1	 Real Star 20	 Co-Star 10	 Shining Star 35
 Future Star? 16	 Opportunity 7	 Problem 6	 Serious Problem 5



Channel Strategy Grid

Channel Grid: Transitions

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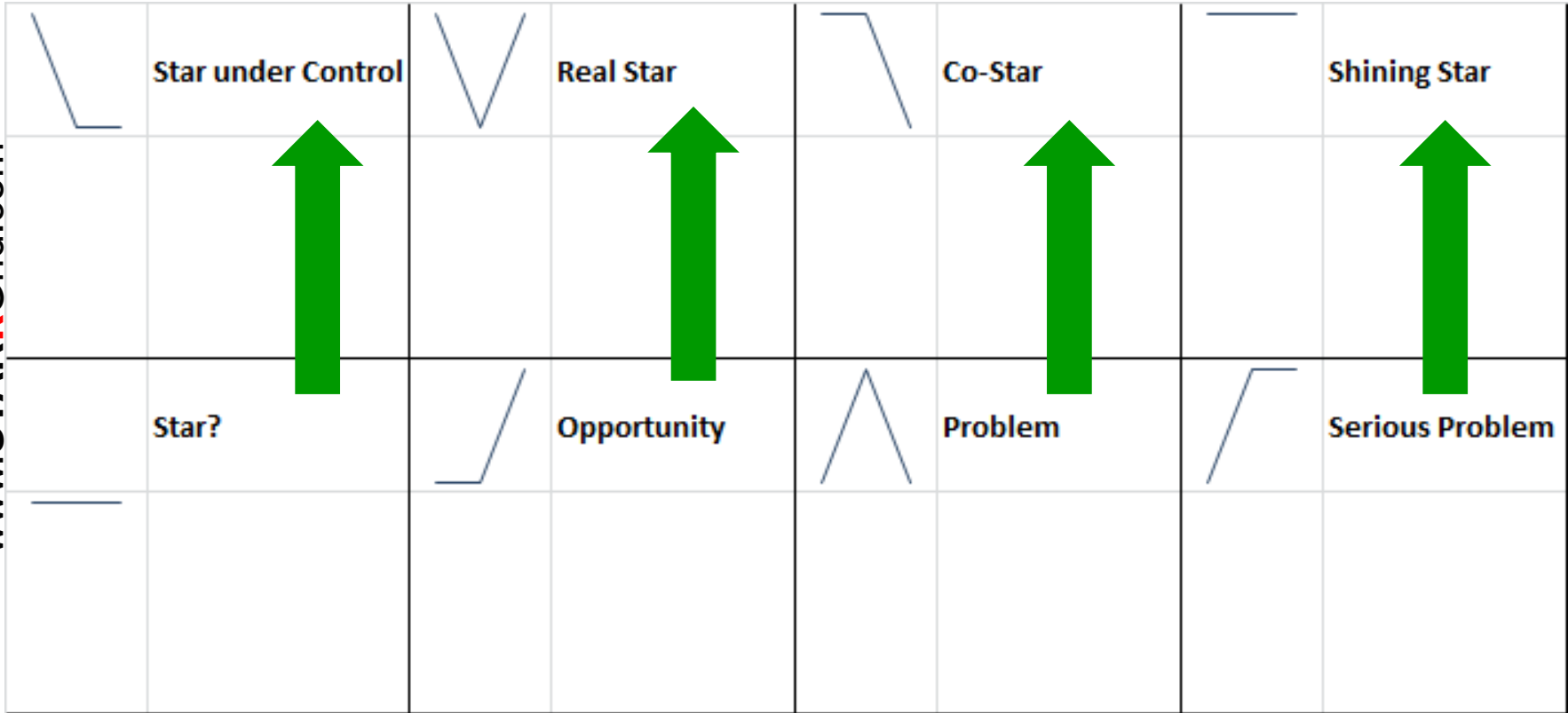




Channel Strategy Grid

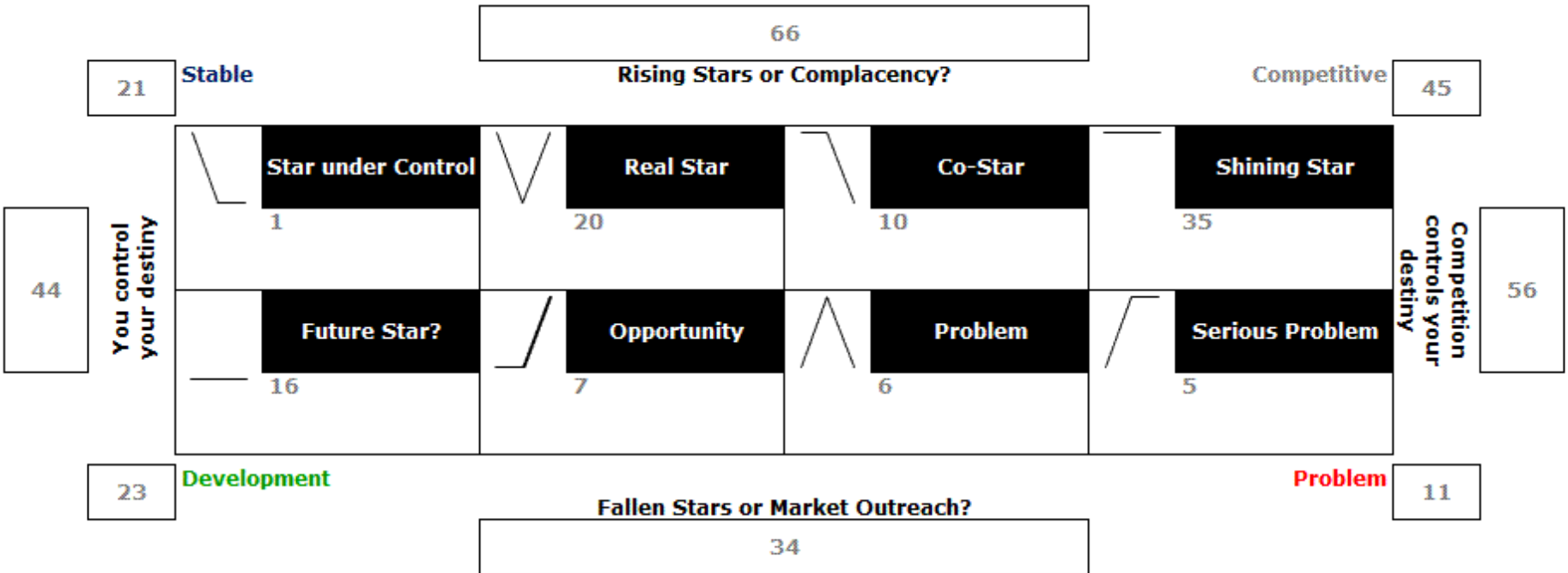
Channel Grid: Proactive Strategy

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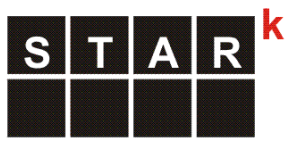
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Channel Strategy Grid



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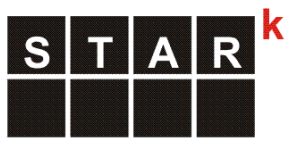


Channel Strategy Grid

Channel Grid Analysis

- A useful tool for:
 - Channel Partner Profiling
 - Channel Segmentation
 - Channel Strength Analysis
 - Channel Change Analysis
 - Personal Fitment Analysis

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Channel Strategy Grid

What Next?

- Let us schedule a meeting to discuss. You could send a message to [sundar @ advantage-india.in](mailto:sundar@advantage-india.in)
- [Mr. Sundar Sankaran](#) will be happy to introduce the grid in your next sales conference.
- We can also hand-hold you in implementing the **STAR^k** Grid.

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