

HOW TO SELECT AND MANAGE DISTRIBUTORS AND AGENTS Avoid the Pitfalls & Win More Business

One Day Course

Registration/Coffee: 09.00 Start: 09.15 Lunch: 13.00 Close: 17.00



Topics covered:

- **WAYS OF REACHING THE END USER.** What's best for your business and your end users?
- **FINDING POTENTIAL REPRESENTATIVES**
- **SELECTING THE RIGHT CANDIDATE** – identifying the killer criteria
- **DUE DILIGENCE**
- **NEGOTIATING THE DEAL**
- **THE IMPORTANCE OF A FORMAL CONTRACT**, and what it should cover
- **BUILDING THE RELATIONSHIP** – the first ninety days
- **LEADERSHIP AND MOTIVATION** – meeting the challenge of managing agents and distributors
- **YOUR LEGAL RIGHTS AND OBLIGATIONS**