Channel and Distributor Management

Sales and Marketing

Course Overview

Channel and Distributor Management: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Channel and Distributor Management
- Apply practical tools and techniques for Channel and Distributor Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Channel and Distributor Management in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Channel and Distributor Management: principles, terminology and context
2. The business case: why Channel and Distributor Management matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
23 to 27 Nov 2026	Johannesburg	**$1,650**
30 Nov to 4 Dec 2026	Durban	**$1,395**
7 to 11 Dec 2026	Accra	**$1,650**

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.