



Managing Agents and Distributors

One Day Course



Programme

- Registration and Coffee
- Welcome and Introductions
- Difference between Agents and Distributors
- Types of Agent
- Advantages/Disadvantages of using Agents
- Type/Selection of Distribution Channels
- Types of Distributor
 - Coffee
- Marketing Investigation - 6 "W"s
- Selection of Distributor/Agent
- Assessing Potential Agents
- Other reasons for Distributors/Agents' Interest
- How to motivate Agents and Distributors
- Payment and Reward System
 - Lunch



Programme (contd)

- Problems in managing Agents and Distributors
- Auditing Agents and Distributors – Why and How?
 - Coffee
- Further Market Development – Discuss alternatives if company outgrows Agent/Distributor
- Distribution issues between Countries and Cultures
- Summary and Review
- Close