

WHY DO YOUR DISTRIBUTION PARTNERS VIEW YOUR BRAND DIFFERENTLY THAN YOU DO?



You're not speaking the same language.

You may have overlooked cultural and language barriers that influence channel partner's decisions.



You don't have enough customer data.

You need more point-of-sale and customer data to understand the unique needs of your customer base.



They aren't the right distribution partner for you.

Your channel partner's needs and objectives should complement yours. Sometimes it just wasn't meant to be!



You're not engaging them.

You should be asking channel partners for feedback, giving them insights, showing them your value and commitment to their success.



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