



# BUILD AND MANAGE INNOVATIVE AND EFFECTIVE CHANNELS TO MARKET

*Enabling technologies such as the Internet and Integrated Logistics Systems make it possible for today's business marketers to create more imaginative and effective distribution channels to reach targeted market segments. This seminar assists managers with the process of designing a superior business model by strengthening their firm's existing distribution channels and by capitalizing on emerging Internet-based alternatives. The seminar advocates building on a firm's core capabilities, assessing value, devising a superior value proposition, and gaining an equitable share of all value created.*

## OBJECTIVES

To help participants create and manage distribution systems that enable suppliers and their channel partners to profitably deliver superior value to their customers.

## WHO SHOULD ATTEND

Marketing, sales, and distribution managers in business and industrial markets.

## SEMINAR CONTENT

### New Thinking on Distribution Channels

- The *Myths of Distribution* and how they limit your thinking
- The *Enabling Technologies* and their possibilities
- Emerging *Business Models* and how they work
- Reinforcing *Existing and Profitable Distribution Channels*

### Creating Value Through Distribution Channels

- Understanding *Value*
- Visioning *Market Offerings*
- Strategic channel implications of *Insourcing and Outsourcing*
- Crafting a winning *Value Proposition*

### Designing Customer-Driven Distribution Systems

- Identifying distribution-related service levels customers require
- Assessing constraints and limitations
- Targeting *Gaps* in existing distribution system for improvements
- Reconfiguring distribution channels using intermediaries, metamediaries, and network-based systems
- Continuously monitoring changing customer requirements and competitive threats

### Management Case Study Discussion

### Devising Programs that Support and Motivate Channel Partners

- Building and sustaining superior *Marketplace Equity*
- Gaining power by securing strong customer loyalty
- Motivating channel partners by delivering superior channel value
- Examples of innovative channel support programs

### Offering Value-Added Services

- Marketing *Solutions* rather than products
- Identifying candidates for bundling and unbundling
- Using the capabilities of channel partners to augment market offerings

- Gaining an equitable return for value-added services

### Management Case Study Discussion

### Sustaining Working Relationships with Intermediaries and Metamediaries

- The nature of working relationships in business markets
- Enhancing communications
- Building trust
- Resolving channel conflicts
- Joint annual planning
- Re-invigorating long-time relationships

## FORMAT

This two-day seminar is limited to twenty-four participants and meets from 8:00 a.m. to 5:00 p.m. each day. Lectures, open discussions, cases, and exercises will be used and all materials will be provided.

## INSTRUCTOR

James A. Narus is professor of business marketing at the Babcock Graduate School of Management at Wake Forest University in Charlotte, NC. You can reach him at jim.narus@mba.wfu.edu or (704) 365-6717.

For over 20 years, Professor Narus has been a leading researcher, widely published author, and consulting expert in business marketing and distribution channels.

Along with James C. Anderson, Professor Narus has co-authored the book: *Business Market Management: Understanding, Creating, and Delivering Value*.



## ISBM Registration Form

### Rethinking Distribution Channels

September 26-27, 2005

Prefix/Name \_\_\_\_\_

Nickname \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary Restrictions \_\_\_\_\_

### ISBM Seminar Fee: \$1,200.00

### Payment Method

Enclosed is a check payable to ISBM-Penn State. Indicate attendee's name(s) on check stub

Or please charge my credit card.

We accept MC, VISA, AMEX

Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### Send registration form and check to:

ISBM-Penn State  
The Smeal College of Business Administration  
The Pennsylvania State University  
402 Business Administration Building  
University Park, PA 16802-3004  
Fax (814) 863-0413



Hotel information will be provided to you after registration.



## Gain Knowledge/Tools/Techniques from ISBM Seminars:

Value and Pricing Strategy  
SmartPricing™ in Business Markets  
Competitor Analysis and Intelligence  
Pathways to Profitable Innovation  
Harvesting Customer Value (Segmentation Marketing)  
Rethinking Distribution Channels  
Managing Brand Equity in Business Markets  
Developing Next Generation IMC  
Creating and Managing Successful Strategic Alliances  
Planning Profitable B-to-B eBusiness Strategy  
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Innovation Strategy  
Portfolio Management for New Products  
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## LOCATION

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The seminar will be held at:

DuPont Learning Center  
4417 Lancaster Pike  
Route 141 and Lancaster Pike (Route 48)  
Bldg. 20, 2nd Floor  
Wilmington, DE 19805

**Hotel information will be provided to you after registration.**

## CANCELLATION POLICY

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- On or before August 28, 2005—no fee
- Between August 29-September 11, 2005—\$100 fee
- After September 11, 2005, full seminar fee charged.
- All substitutions after August 28, 2005 will be subject to a \$50.00 administrative fee.

## FOR FURTHER INFORMATION CONTACT:

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ISBM-Penn State  
The Smeal College of Business Administration  
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402 Business Administration Building  
University Park, PA 16802-3004  
(814) 863-2782 Phone  
(814) 863-0413 Fax  
e-mail: ISBM@psu.edu  
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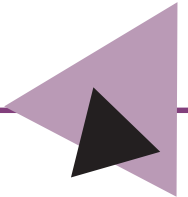


## Rethinking Distribution Channels...

**Using Intermediaries and Metamediaries**

**DR. JAMES NARUS**  
Professor of Business Marketing  
Babcock Graduate School of Management  
Wake Forest University

**September 26-27, 2005**  
Wilmington, Delaware



Create more imaginative and effective distribution channels to reach targeted market segments.

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