

Your Gateway to the UK and European Market

01 CHANNEL DEVELOPMENT - Whether it's a mass market approach or a specific channel development project we can design and implement a suitable plan of action for any size organisation. With our extensive network of contacts and detailed knowledge of the core markets including Distribution, Retail, E-commerce, DMR and VAR, we can provide a true end to end solution to develop your brand and sales aspirations. Our managed partner service allows you to scale up your business with minimal financial outlay or risk of employing a local sales operation, there is no project too big or too small for us to handle.

02 BUSINESS PLANNING - Sometimes it's hard to know where to start in such a competitive and fluid market place, time is money and it's important you don't waste either focusing in the wrong direction. We can help you build a clear plan of action supported by years of industry experience and valuable market insight so you have all the right tools to effectively penetrate the market. Everyone has a different approach and we understand 'one size doesn't fit all' so we will work closely with you to clearly understand your business challenges and goals. Once we have designed a bespoke and detailed plan of action it's your choice on how to move forward, you can go it alone or we'll even execute it for you.

03 CAMPAIGN MANAGEMENT - We can help you design and implement a variety of sales and marketing campaigns including Partner Programmes, Telemarketing, Incentive Schemes, End user offers, Corporate Events and Trade Shows. Depending on your requirements we can help you understand the most effective ways to develop a variety campaigns and introduce you to our trusted network of agencies, if we can't do it for you we will certainly know someone who can.

04 SALES MANAGEMENT - Using our award winning sales team Channel Solutions act as a natural extension of your organisation without the risk or cost of recruiting your own. It's taken a long time and we've experienced many obstacles along the way but we now have the inside knowledge and experience to help you navigate the most effective route to market. Using our trusted network of contacts throughout the core channels including Distribution, Retail, E-commerce, DMR and VAR, we can effectively build and maintain a successful sales channel and scale up in line with your budgets. We believe in long term partnerships so can manage your sales operation full time and even help you recruit a dedicated team when the time is right.

05 BRAND DEVELOPMENT - Do you want to be an iconic Brand? Well, it takes more than just a sales strategy. Using our innovation and market research team we can help you develop the design, packaging and messaging to constantly improve your brand and provide valuable market feedback so you know exactly what the customer wants to see. We work with some of the industry leading marketing and PR agencies so once you have a great story to tell it's time to let the world know about it. This can be a costly exercise unless you know the most effective marketing vehicles and have close relationships with the key media contacts, again this is where you can lean on our expertise and industry contacts to guide you. We work within the parameters of your budget to create the most effective brand campaign possible and scale this up or down as your business dictates, let us help you become an iconic brand.

06 CONSULTANCY SERVICES - Not everyone needs a full managed service so if you're just looking for some sound advice or maybe a little help with your market strategy then why not gain some valuable insight through our specialised consultancy service. We have years of experience and industry knowledge working with a variety of market leading vendors and channel partners, we can provide a bespoke service for short or long term projects depending on your business requirements. Please drop us an email or give us a call today and we'll do our best to help you.

For more information please contact our sales team on +44 (0) 845 1692306 or E-Mail sales@channel-solutions.co.uk

