



Types of Channels

DIRECT Channels

- Direct Sales
- Internet
- Television
- Mail Order



INDIRECT Channels

- Producer



- Distributors
- Value Added Resellers
- System Integrators
- Internet Based Companies
- TeleMarketing
- Mail Order
- Liquidators



Channel partners offer a clear and distinct advantage to any company that produces IT products and services. The marketer must, therefore, manage the conduct and operations of these partners so that they will continue to contribute to the marketing goals.

Participants include channel partners (i.e., indirect channels) and any groups hired by the producing company to sell and deliver products (i.e., direct channels);

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