



## Factors for Choosing Channel Partners

- Type of product
- Length of the sales cycle
- Complexity of the systems solution
- What's needed to complete solution
- Technical support required
- Obsolescence time
- Coverage of the target market
- Customer access
- Channel conflict
- Competition: from competitors & overlapping territories
- Financing required by customers
- Warehousing requirements

There are many factors that have to be considered when choosing channel partners and deciding the pricing, terms, and conditions to offer each one. These include, but are not limited to those in the figure above.

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