



## Selecting Channel Partners

FACTOR	CHARACTERISTICS—SUBCATEGORIES
Type of Customer	Consumer, Small, Medium or Large Business, Resellers
Average Sales Volume	Low                      Med                      High
Degree of Technical Complexity	Low                      Med                      High
Support Required	Financing Available <i>Tell Sell or Teach Sell</i> Additional Products & Services Needed for Total Solution Ongoing Support Required (hotline, upgrade, etc.)

Just as the marketer identifies and defines their targeted customers, so should the targeted channel partners be identified. The selection of channel partners to help achieve the desired level of sales volume and customer satisfaction will depend on several factors, many of which are identified in the table above.

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