



Channel Positioning

Channel Positioning					
Customers	Consumers	Small Business	Medium Business	Large Businesses	Resellers
Degree of Technical Complexity	High		Direct Sales High, Medium	Direct Sales High, Medium	
	Low		Distributors Low, Medium, High	Value Added Resellers Systems Integrators High, Medium	
		Retail Outlets Low, Medium			
		Internet Mail Order			

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.

To Schedule Seminars visit
www.The5Ps.com or call 973-378-3400