



GEO-EXPANSION

Denave's multi-pronged geo expansion program led to increased breadth base along with tier-2 market penetration for an ONG major



CLIENT

Leading Oil and Gas company



BUSINESS OBJECTIVE

Strengthening client's distribution network by appointing & managing new distributors in markets where lied a fragmented distribution base and multiple network gaps. Hence, the overall thrust was towards creating increased breadth base, incremental billing/units & accelerated revenue from the distributor. This in turn, would have finally led to the creation of a self-sustaining channel engine of 50 network actions comprising 45 new appointments and 5 replacements.



THE CHALLENGE

- ▶ 80 distributors were underperforming and this number was a mix of both new, as well as existing distributors.
- ▶ The intended business growth & numbers were not being met in the indirect channel. Existing distributor network had the issues of both geographic coverage gaps (primary & secondary) & competency gaps (scale, growth, people and resources).



THE DENAVE EDGE

- ▶ Expertise in localizing sales strategies in line with the requirements of different geographies while managing multi-location channel programs.
- ▶ A well-structured, process-driven and phase-divided approach to achieve the success matrices of the process in a robust manner.
- ▶ Provision of a specialized initiative to handhold newly appointed distributors in order to enable and empower them to achieve their sell-in and sell-out targets.
- ▶ Phase wise roll out of the program was devised so that no service-level-agreement goes unmet.
- ▶ Special care was taken to onboard, empower and engage with new distributors. This included the precise mapping of ideal distributor profile & recruitment was done based on that. This ensured in getting the right fitment so that the targets are met.
- ▶ With an excellent consultative sales model Denave provisioned strong support in decision-making along with weekly dash boards which helped the client to have complete inside-view at all the times along with information on market insights and intelligence.



SERVICES OFFERED

- ▶ Distributor on-boarding
- ▶ Distributor management
- ▶ Distributor enablement



PROGRAM REACH

📍 50 locations PAN India



THE RESULT

- ▶ 2524 distributors were profiled by the team out of which 310 underwent prospecting through Denave
- ▶ Eventually appointed/ activated 26 distributors post a stringent mapping and filtration
- ▶ Altogether 1712 Channel Partners were billed/total KL 695 (FY 13-14)