



Management of Agents and Distributors

Do you want to optimize your sale through your agents and distributors? DI offers member companies tools for effective management of agents and distributors

Tools for effective management

DIBD has in close cooperation with a number of Danish export companies developed practically usable tools which highlight the challenges one face when managing and cooperating with international agents and distributors. These tools are offered to DI's members who are considering internationalisation or who want to make their international activities and cooperation more efficient. The tools will give you expertise within this field. It gives you the ability to make the right decisions and to have a more targeted effort towards your agents and distributors.

You can choose to get knowledge about these tools and their applicability in several ways according to your needs.

The tools:

- Ideal partner profile
- Partner account
- Partner evaluation
- Partner guide
- Structured market selection
- Structured partner selection

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The tools give you the following advantages:

- More structured and focused management, development, and measurement of your partner
- Better usage of the sales representatives' resources
- View over the most attractive markets and the partner's performance on these markets
- Security in your choice of partner
- You will get a greater motivation in your partnerships
- You get proof that you have the right partners in the right markets at the right time

We offer:

Firm specific **workshops** - where only your company participates

Firm specific **implementation** - where we ensure that exactly the tools you need get accurately implemented in your company

Seminars - with participants from other exporting companies who have the same challenges as you