While scope varies widely depending on a client's stage of development, needs and resources, some typical components of Channel Optimization Services are outlined below. We do not generate tremendous amounts of paper in the process, just enough to generate buy-in and results. Timing and overlap of components in actual projects vary.

STRATEGY	*EXECUTION*		
CHANNEL ALIGNMENT	**IMPLEMENTATION ROADMAP (WITH TIMELINES)**	**IMPLEMENTATION MANAGEMENT**	**SUCCESS METRICS**
Competitive Assessment	Channel Roles, Responsibilities, Organizations	Stakeholder Briefings	Key Performance Indicators
Market, Product and Channel Assessment	Cross-Functional Operational Impact Map	Organizational Alignment, Training, Recruiting	Performance Targets
SWOT Analysis	(Phased) Implementation Roadmap	On-Site/On-Call Management	Reporting & Feedback Mechanisms
Channel Strategy Development (Direct, Indirect and Web)	Infrastructure Development: - Contracts - Compensation - Lead Generation and Management - Sales Operations Processes and Technologies - Communication - Support Tools - Performance Reporting Sales Management: - Recruiting - Training and Certification - Incentives and Recognition - Channel Conflict Resolution - Non-Performance Satisfaction Surveys: - Customer - Channel		