

## ***Module VI – Channel Program Implementation***

### **Excerpt**

#### **Channel Manager Support Requirements**

Below are the nine functional areas of support required by the Channel Manager position:

#### **Marketing Communications Support**

This functional area will provide marketing collateral design and printing based on specifications submitted by the Channel Manager.

#### **Pricing Support**

This functional area will provide margin analysis for product pricing, promotions and partner commissions based on specifications provided by the Channel Manager.

#### **Public Relations Support**

This functional area will review press releases and address corporate communication issues related to joint communiqués from the channel partner and the company.