Category

Commercial Excellence

Channel Conflict Management & Territory Governance Playbook

Resolving channel conflict with clear rules set before the conflict happens, not arbitration after the fact

- Practitioner
- Intermediate
- Template Included

- Administrator
- 04 March 2022
- 3 minute(s)

Overview

A framework for channel conflict management and territory governance — establishing clear, proactive rules of engagement and territory definitions before conflicts arise, avoiding the common pattern of reactive, case-by-case conflict arbitration that damages partner trust and consumes disproportionate management attention.

Is channel conflict an inevitable cost of running multiple sales

channels, or can it be genuinely prevented? Some conflict is inherent to multi-channel structures, but proactive, clear rules of engagement — territory definitions, deal registration processes, escalation criteria — substantially reduce conflict frequency and severity

compared to reactive, case-by-case arbitration without established rules.

What's the most effective proactive tool for reducing channel

conflict specifically? Deal registration systems with clear, consistently-enforced rules — giving partners a defined mechanism to claim opportunity ownership before conflict arises, rather than resolving ownership disputes after multiple parties have already engaged the same prospect.

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