Category

Commercial Excellence

Indirect Route-to-Market Optimization Playbook

Choosing indirect routes to market based on genuine economics, not just industry convention

- Executive
- Advanced
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- Administrator
- 15 October 2024
- 3 minute(s)

Overview

A framework for indirect route-to-market optimization — evaluating and selecting indirect channel structures (distributors, resellers, agents) based on genuine unit economics and market reach value, rather than defaulting to industry-convention channel structures without validating whether they're actually optimal for your specific business.

Why would an organization reassess its indirect route-to-market

structure if it's already using the same channel approach as industry peers? Industry convention reflects historical patterns that may not genuinely optimize for a specific organization's actual economics and market position — validating channel choice against

genuine unit economics and reach value, rather than assuming convention is automatically optimal, can reveal better-fitting alternatives.

What genuine factors should drive indirect route-to-market

decisions, beyond industry convention? Actual unit economics of each channel option, genuine market reach and access value different channels provide, and the specific capabilities each channel type brings relative to what your business genuinely needs — not just replicating what similar companies in the industry typically do.

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