

Change Management Plan

Marketing and communicating strategies to create alignment within the sales channel.



Why do I need a Change Management Plan?

Now that you established the current state of your sales channel through the [State of the Channel Dealer Survey](#) and established a strategic plan for your sales channel by leveraging the [Channel Program Blueprint](#), the next step is to develop an formal marketing and communications plan to ensure that your channel management strategy is effectively executed.*

Our Change Management Plan (CMP) is developed for both internal (client) and external (partner) stakeholders to ensure consistency in communication, so that everyone can be prepared – and motivated – to take on these changes. With Partner Relationship Management (PRM) technology being a critical part of your solution, the members of your channel – from sales reps, to service technicians, to partner managers – will need to understand how to take part. Of course, most dealers and distributors are already busy, and change is difficult for them too, so they’re going to want to know, “What’s in it for me”? How will they be expected to use a new technology system, and ideally, how will this contribute to their own business success?

The CMP helps educate and align all internal and external parties with the overall strategy. All too often a well-formulated technology strategy that isn’t properly marketed and communicated won’t live up to expectations. The CMP helps our clients overcome this challenge and to ensure that the proper steps, timing, and resource requirements are met for all parties along the way. We’ve seen a high rate of success when all stakeholders are prepared, motivated and united, working towards the same goal.

The purpose:

The objective of the CMP is to ensure that **ALL** system users understand:

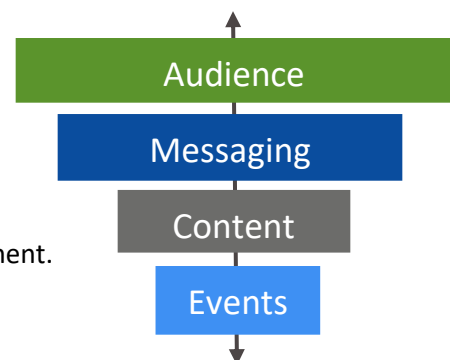
- The importance of the PRM system.
- The goals of the system, expectations and the metrics that will be used to track its success.
- Roles and responsibilities that correlate with the system’s usability.
- How the system will impact business success for each user.
- A defined timeframe for moving ahead.

What’s included in the plan?

- A list of target audiences.
- Specific content and messaging.
- Marketing/Communications interventions & events.
- Steps, timing and resource requirements needed for deployment.

➤ Target Audience, Content & Messaging:

The first step in implementing change is to provide a tailored overview with specific messaging for your target audiences. Each audience group must understand what they are using the system for, and how the new system and processes will improve their business success. Other key items to address include protocols for participation, a description of the sales, marketing, and training programs that are being supported, an established forum for feedback, and an understanding of the incentive structure.



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Examples of specific target audiences include: sales reps, district managers, system administrators and executives.

Sales Team Members	
Messaging Focus	Details
What's in it for me?	Sales Team Members: <ul style="list-style-type: none"> Provides best practices from elite performers and their peers to help them perform optimally and land more deals Convenience and time savings of a one-stop shop for all sale-related tools, information, resources, communications and expertise

➤ **Marketing & Communications Plan:**

Communication is the most important component of change management. Throughout execution, members of the channel program should receive consistent messaging reinforcing the updates to the overall strategy and the benefits it will bring.

The communications plan outlines items like events, including trainings, webinars, and workshops, content focus areas, roles and responsibilities.

Onboarding Workshop	
Audience	District Managers participating in pilot
Channel/Method	90 – minute webinar
Content/Messaging	<ul style="list-style-type: none"> Business success impacts for sales team members and DMs Pilot and Phase I roll-out timelines Orientation training including areas, components and functionality

➤ **Marketing & Communications Event Schedule:**

Each event described in the marketing & communications plan will be listed in chronological order and summarized in a grid-style schedule. This helps to confirm that each event took place, goals were accomplished, tasks are executed against the timeline and all departments and stakeholders were included.

Phase	Event	Owner/Participants	Timing	Est. Date
Pilot	Onboarding & Training Workshop	LB --- Pilot DMs	1 week prior to pilot kick-off	3/5
	System Documentation/Desk Card	LB to post to system, print and distribute	1 week prior to pilot kick-off	3/5

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Next steps:

Change is never easy, especially on a large scale. We can help make the transition easier.

Follow the path that so many of our manufacturing clients have and schedule a conversation with us. Our ChannelStack™ solution brings reduced costs and the ability to accelerate sales.

* View our guided path to Industry 4.0 by clicking the image below.



Hear what other customers have to say about working with LogicBay. Contact us today to learn more!

"LogicBay is a company that works with their customers to develop a strategic plan to support their ideas."

"If I had to describe the LogicBay platform, I would say great things. It's great with implementing customizations and enhancement requests."

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