

ONE OF THE LARGEST GLOBAL PC VENDOR

Successfully expanded the channel base along with innovative JCP planning to beat the lockdown

Identifying new channel partner especially during the lockdown is a big challenge. The lockdown has brought FoS services on standstill. However, even during the pandemic, Denave has successfully managed to keep the FoS services active. Denave leveraged the digital and tele medium to identify and connect with new channels. Virtual training to train the team with product features and territory potential planning was undertaken. Additionally, new JCP was built to increase the coverage.

IMPACT

- Denave has successfully achieved 800+ new channel profiles
- Multiple online training rounds have also been completed