

Marketing Distribution Channel Partners Evaluation & Selection Matrix User Guide

Excel spreadsheet Model

The Distributor/Marketing Channel Partner Evaluation & Selection Rating Matrix is an Excel-based spreadsheet tool that evaluates up to 10 actual or potential partners. The evaluation can be based on four main evaluation categories, e.g. Corporate Fit, Marketing, Sales Resources and Capability, Logistics & Post-Sales Support or the user can choose other criteria. In each evaluation category you can score each potential partner under five factors/criteria. Here again, the user can select which factors to use. A weighting is assigned to each factor based on the relative importance of that assigned to that factor. A weighted score is then calculated for each Evaluation Categories and each of the five factors within each category. A Partner Comparison Chart is calculated using the four main evaluation categories. A Detailed Partner Comparison Chart is created for each of the scoring factors. A dropdown list allows any individual factor/criteria to be readily selected for this chart. A Partner Profile Chart is produced for each Partner.

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MARKETING DISTRIBUTION CHANNEL PARTNERS EVALUATION & SELECTION MATRIX USER GUIDE

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INTRODUCTION

The Distributor/Marketing Channel Partner Evaluation & Selection Rating Matrix is an Excel-based spreadsheet tool that evaluates up to 10 actual or potential partners.

The evaluation can be based on four main evaluation categories, e.g. Corporate Fit, Marketing, Sales Resources and Capability, Logistics & Post-Sales Support or the user can choose other criteria.

In each evaluation category you can score each potential partner under five factors/criteria. Here again, the user can select which factors to use.

A weighting is assigned to each factor based on the relative importance that is assigned to that factor. Importance (weighting) of Evaluation Criteria in the selection process; typical scale might be:

- 0 or blank Not applicable
- 1 Not important
- 2 Minor importance
- 3 Important
- 4 Very important
- 5 Essential

Scoring of the Actual/Potential Partner for each attribute using a typical like:

- 1 Very Weak
- 2 Less than Average
- 3 Average
- 4 Somewhat better than average
- 5 Significantly better than average

When the data is entered, an Adjusted Score is calculated by multiplying the Score of a factor by the Importance/Weighting of that factor. The maximum Adjusted Score is 25, i.e. 5 by 5.

An Average Adjusted Scores are calculated for each of the four Evaluation Categories.

The different charts are automatically created.

A Partner Comparison Charts (figure 4 & 5 below) are calculated using the four main evaluation categories. A Detailed Partner Comparison Chart (figure 6 below) is created for each of the individual scoring factors.

The chart has a dropdown list on the top left-hand corner of the chart to select the Factor to be displayed in the chart. The Adjusted Scores for each of the 10 Potential Partners for this chosen factor is displayed in the chart

The Partner Profile Chart (figure 3 below) has a dropdown list on the top left-hand corner of the chart to select the Partner to be displayed in the chart. The Partner Name is automatically displayed in the Title Area of the chart.

USER INSTRUCTIONS

The EXCEL model provides a structured methodology to evaluate existing or potential Distribution/Market Partners.

Two spreadsheet models are supplied:

- (1) A version complete with sample data and corresponding results/charts, to use as a reference,
- (2) A ready to use model without data, where you can enter the relevant data.

It is recommended that a copy of the “ready to use” version without data is made as a backup for future use.

The following general guidelines should be followed. **Cells with Green text are intended for User Input. Cells with Black text are calculated and should not be altered by the user.**

It may be useful to print out, for reference, the various input forms.

	A	B	C	D	E	F	G	H	I
1		Partner Selection Rating Matrix							
2									
3		© Copyright Business Tools Store 2001-2020							
4		Partners Names							
5									
6		Big Co. Ltd							
7		Fast Growth Inc							
8		ABC plc.							
9		XYZ plc							
10		Another XYZ Ltd							
11		Faster Growth SA							
12		Vertical Specialist Ltd							
13		Big Multinational plc							
14		ABC Again plc.							
15		ABC High Street plc.							
16									
17		Evaluation Categories							
18									
19		Corporate Fit							
20		Marketing							
21		Sales Resources							
22		Logistics & Post Sales Support							
23									

Figure 1

Enter the **Partners' Names** in cells A6 to A15 as shown in figure 1 above.

Enter the four main **Evaluation Categories** in cells A19 to A22 as shown in figure 1 above.

Detailed Scoring Data Input																					
Selection Evaluation Criteria																					
	Weighted Importance	Big Co. Ltd	Fast Growth Inc		ABC plc		XYZ plc		Another XYZ Ltd		Faster Growth SA		Vertical Specialist	Big Multinational p		ABC Again plc		ABC High Street plc			
		Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score	Score	Adjusted Score		
Corporate Fit																					
Balance Sheet/Financial Strength	3.5	1.0	3.5	1.5	5.5	2.0	7.0	2.5	8.8	3.0	10.5	3.5	12.3	4.0	14.0	4.5	15.8	5.0	17.5	5.5	19.3
Capacity to Finance Inventory/Market Development	1	4.0	4.0	3.0	3.0	4.0	4.0	2.0	2.0	1.5	1.5	2.0	2.0	3.0	3.0	3.0	3.0	1.0	1.0	4.0	4.0
Quality of Management	3	3.0	9.0	4.5	13.5	3.0	9.0	3.0	9.0	1.0	3.0	5.0	15.0	2.0	6.0	1.0	3.0	2.0	6.0	3.0	9.0
Enterprise Reputation	4	4.0	16.0	3.0	12.0	4.0	16.0	1.5	6.0	1.0	4.0	4.0	16.0	2.5	10.0	2.0	8.0	4.0	16.0	3.5	14.0
Long term Relationship Fit	4	5.0	20.0	3.0	12.0	4.5	18.0	2.0	8.0	2.0	8.0	8.0	32.0	2.5	10.0	1.0	4.0	1.0	4.0	4.5	18.0
Average Corporate Fit Score		3.4	10.5	3.0	9.2	3.5	10.8	2.2	6.8	1.7	5.4	2.5	9.1	2.8	8.8	2.3	6.8	2.6	8.3	4.1	12.3
Marketing																					
Local Market Presence/Coverage/Share	5	5.0	22.5	4.0	18.0	3.0	13.5	2.5	11.3	2.5	11.3	1.0	4.5	1.5	6.8	1.0	4.5	1.0	4.5	4.0	18.0
Brand/Existing Product Portfolio Fit	4	3.0	12.0	4.0	16.0	3.0	12.0	3.0	12.0	2.5	10.0	1.0	4.0	2.0	8.0	3.0	12.0	2.0	8.0	2.0	8.0
Willingness to Invest in Joint Marketing Activities	3	5.0	15.0	4.5	13.5	3.0	9.0	3.0	9.0	1.0	3.0	5.0	15.0	2.0	6.0	1.0	3.0	2.0	6.0	3.0	9.0
Sector/Industry Knowledge	4	3.0	12.0	4.0	16.0	4.0	16.0	2.5	10.0	1.0	4.0	5.0	20.0	1.5	6.0	3.0	12.0	1.0	4.0	3.0	12.0
Localization of Marketing Materials & Campaigns	2	4.0	8.0	3.0	6.0	4.0	8.0	2.0	4.0	1.5	3.0	2.0	4.0	3.0	6.0	3.0	6.0	1.0	2.0	4.0	8.0
Average Marketing Score		4.0	13.3	3.5	12.3	3.4	10.5	2.6	7.9	1.7	5.3	2.8	9.1	2.0	5.8	2.2	5.5	1.4	3.7	3.6	11.0
Sales Resources and Capability																					
Sales Team Size/Market Knowledge	2	4.5	9.0	4.0	8.0	3.0	6.0	2.5	5.0	2.5	5.0	1.0	2.0	1.5	3.0	1.0	2.0	1.0	2.0	4.0	8.0
Lead Generation/Sales Process Fit	2	4.5	9.0	4.0	8.0	3.0	6.0	2.5	5.0	2.5	5.0	1.0	2.0	1.5	3.0	1.0	2.0	1.0	2.0	4.0	8.0
Experience in Distributor Sales	2	5.0	10.0	4.0	8.0	4.0	8.0	1.0	2.0	3.0	6.0	3.0	6.0	2.0	4.0	1.0	2.0	2.0	4.0	2.0	4.0
Technical Knowledge/Sales Sources	2	4.5	9.0	4.0	8.0	3.0	6.0	2.5	5.0	2.5	5.0	1.0	2.0	1.5	3.0	1.0	2.0	1.0	2.0	4.0	8.0
Account Management	2	5.0	10.0	4.5	9.0	3.0	6.0	3.0	6.0	1.0	2.0	5.0	10.0	2.0	4.0	1.0	2.0	2.0	4.0	3.0	6.0
Average Sales Resources and Capability Score		4.3	8.6	4.1	8.2	3.2	6.4	2.3	4.6	2.3	4.6	2.2	4.4	1.7	3.4	1.0	2.0	1.4	2.8	3.4	6.8
Logistics & Post Sales Support																					
Inventory Management & Logistics	2	4.5	9.0	3.0	6.0	4.5	9.0	2.0	4.0	2.0	4.0	2.0	4.0	2.5	5.0	1.0	2.0	1.0	2.0	4.5	9.0
Willingness to build inventory/Spare Parts	2	2.0	4.0	3.0	6.0	4.0	8.0	1.5	3.0	1.5	3.0	2.0	4.0	2.5	5.0	2.0	4.0	4.0	8.0	3.5	7.0
Warranty/After Sales Support/Service Capability	2	2.0	4.0	3.0	6.0	4.0	8.0	1.5	3.0	1.0	2.0	2.0	4.0	2.5	5.0	2.0	4.0	4.0	8.0	3.5	7.0
Dealer Network Support/Service/Availability	2	2.0	4.0	3.0	6.0	4.0	8.0	1.5	3.0	1.0	2.0	2.0	4.0	2.5	5.0	2.0	4.0	4.0	8.0	3.5	7.0
Willingness to Invest in Product Training	3	3.0	9.0	3.0	9.0	3.0	9.0	3.0	9.0	4.0	12.0	4.0	12.0	2.0	6.0	4.0	12.0	1.0	3.0	4.5	13.5
Average Logistics & Post Sales Support Score		2.7	6.0	3.0	6.6	3.5	8.4	1.9	4.4	1.8	4.4	2.4	5.6	2.4	5.2	2.2	5.2	2.8	5.8	3.9	8.7
Total Partner Adjusted Score			192.0		181.3		180.5		118.0		98.3		140.8		113.8		97.3		106.0		196.8

Figure 2

Under each of the four main **Evaluation Categories** enter the individual **Scoring Criteria** (cells B29 to B54) and their corresponding **Weighting** (C29 to C54) reflecting their importance as indicated in figure 2 above. The relative Importance of each Factor should be entered on a scale of 1 to 5. The data can be entered with one decimal; thus, one can have a Relative Importance/weighting of, say, 3.5

A suggested might be:

- 0 or blank Not applicable
- 1 Not important
- 2 Minor importance
- 3 Important
- 4 Very important
- 5 Essential

Note data should only be entered in the cells formatted in green text.

Enter **Partners' Score Data**. For each Scoring Criteria enter a score on a scale of 1 to 5 for each potential partner in the relevant cells (D29 to D54 for Partner 1, F29 to F54 for Partner 2, etc.) Each Partner score should be entered on a scale of 1 to 5.

Rating of the Partner for each Criteria:

- 1 Very Weak
- 2 Less than Average
- 3 Average
- 4 Somewhat better than average
- 5 Significantly better than average

When the data is entered, an **Adjusted Score** is calculated by multiplying the **Score** of a Criteria by the **Importance** of that factor. The maximum Adjusted Rating is 25, i.e. 5 by 5.

The set of charts is automatically created.

The **Partner Profile Chart**, figure 3 below, has a dropdown list on the top left-hand corner of the chart to select the Partner to be displayed in the chart. The **Partner Name** is automatically displayed in the Title Area of the chart.

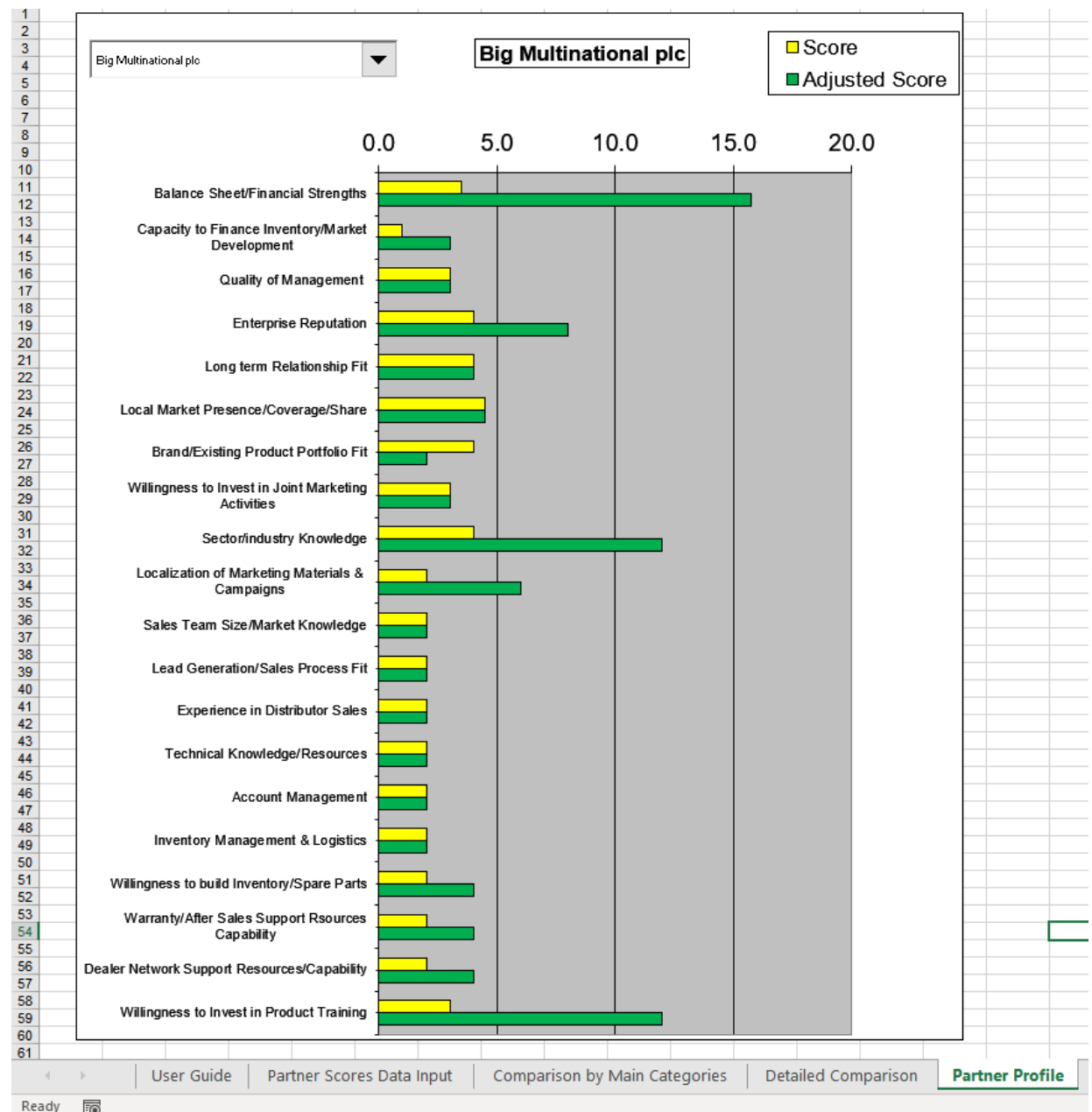


Figure 3 Partner Profile Chart

Partner Comparison Charts are produced for the four **Evaluation Categories** as per figure 4 and 5 below.

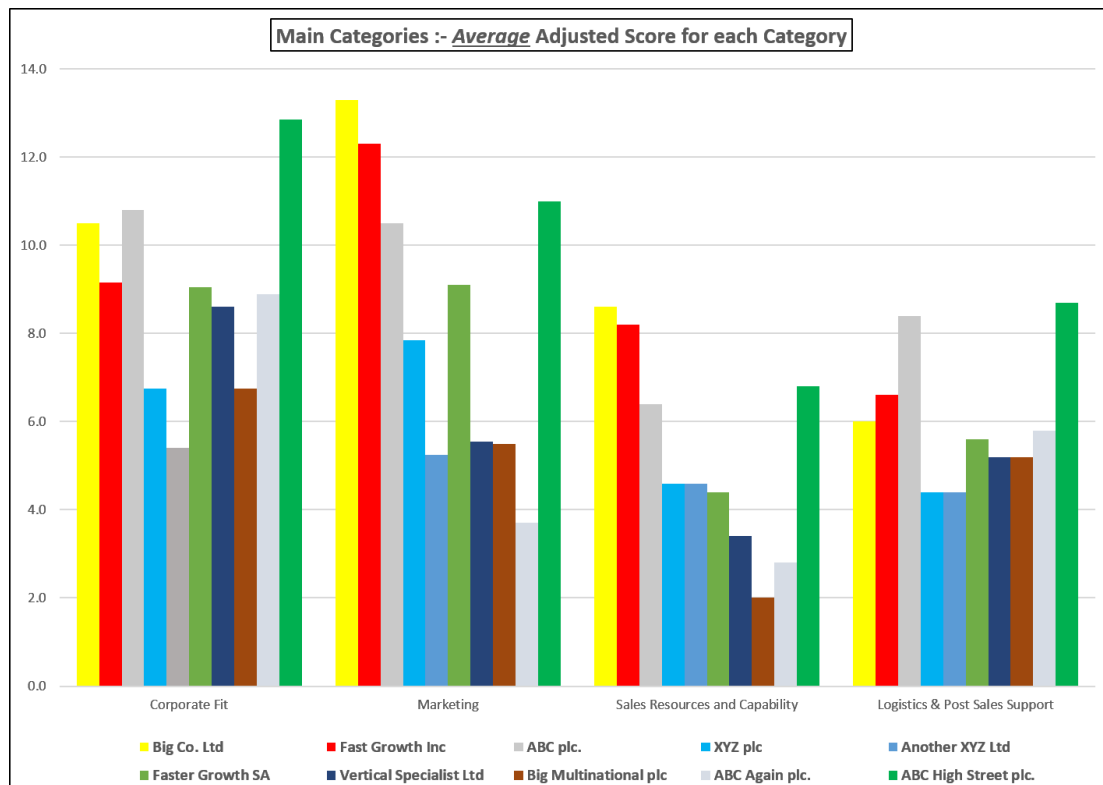


Figure 4

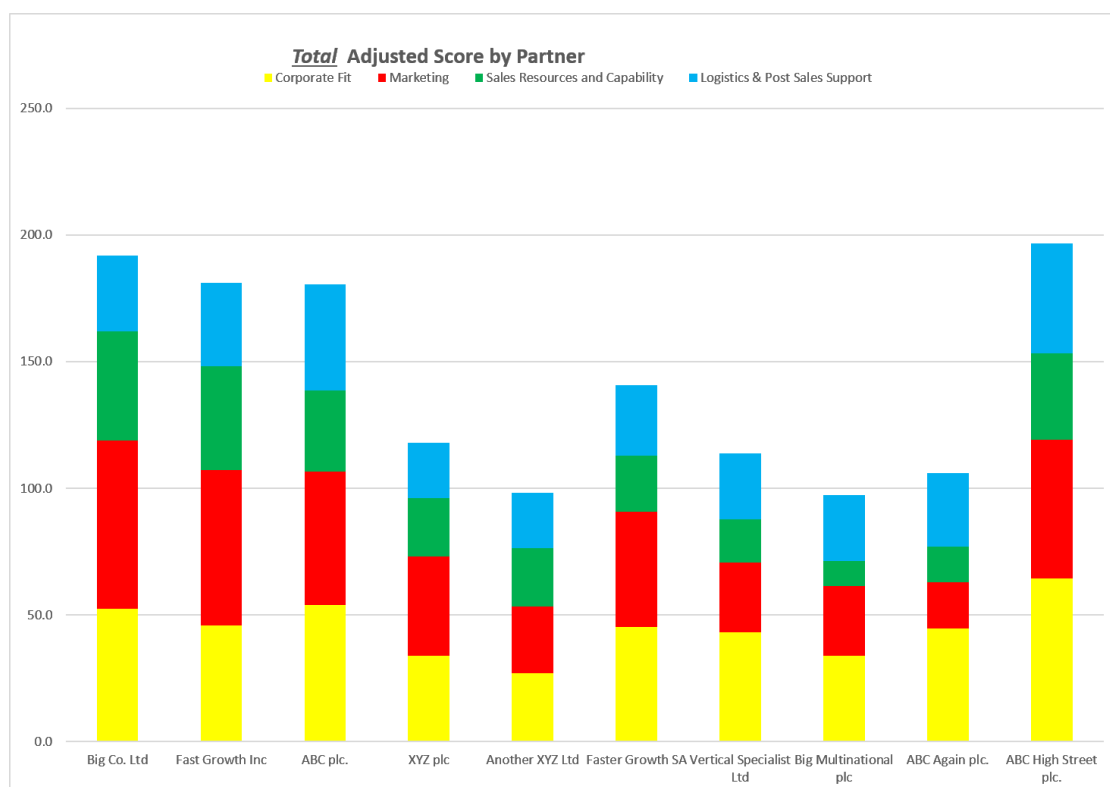


Figure 5

A Detailed Comparison Chart for each of the Scoring Criteria is produced.

This chart has a dropdown list on the top left-hand corner of the chart to select the **Factor** to be displayed in the chart.

The **Adjusted Ratings** for each of the 10 Potential Partners for the chosen factor is displayed in the chart, as per figure 6 below.

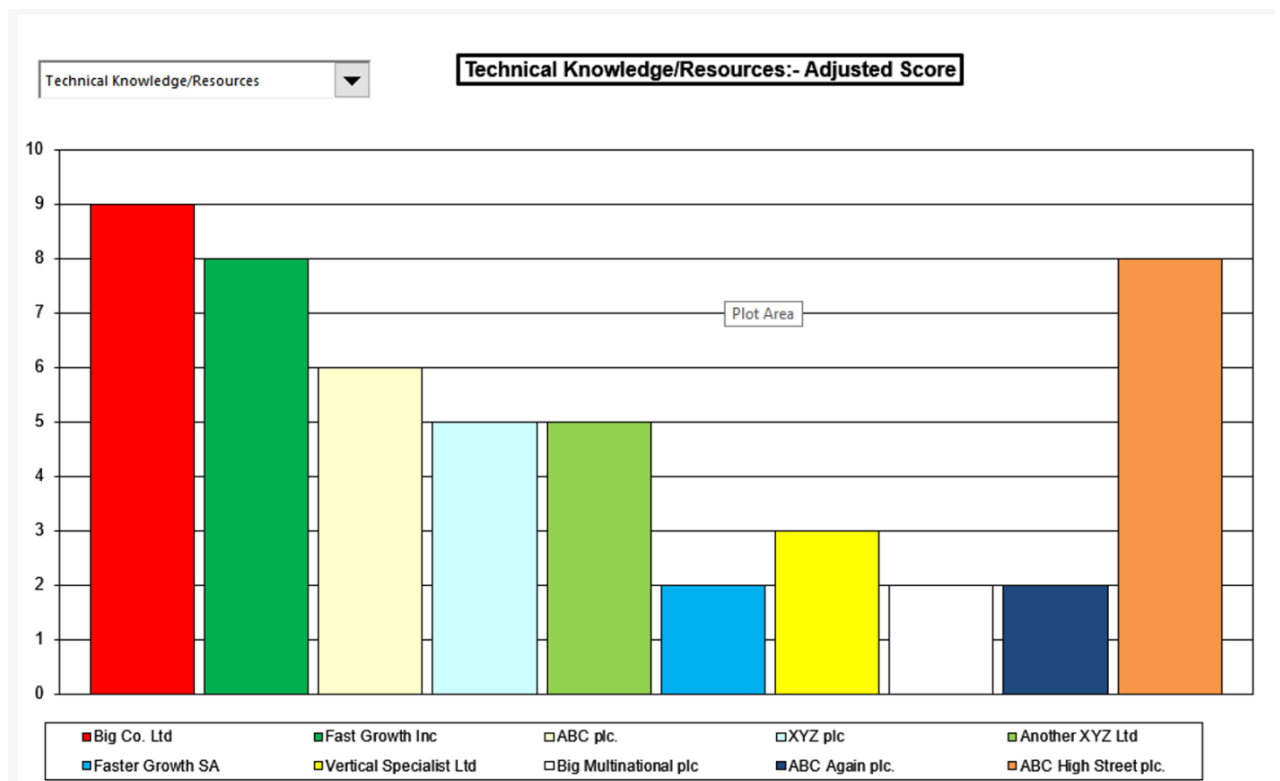


Figure 6