



Channel Sales in C&I Energy: A Role That Pay Off

First a Definition:

Channel Sales Manager

Primary mission: Drive revenue **through brokers, agents, TPIs, distributors, or indirect partners.**

Focus: Relationships, quotas, partner performance, pricing strategy, onboarding, and deal support.

Success metric: Closed deals, partner productivity, margin contribution.

Typical responsibilities:

- Recruit, onboard, and manage energy brokers or channel partners.
- Support pricing requests, margin strategy, and deal structuring.
- Build and manage a pipeline through indirect channels.
- Conduct partner business reviews and performance reporting.
- Resolve escalations and coordinate with operations, pricing, and legal.
- Expand channel coverage and hit revenue targets.

This role sits firmly in **sales**, not marketing. This is NOT a Channel Marketing Manager whose typical responsibilities are:

- Build channel marketing plans aligned to revenue goals.
- Create partner toolkits, collateral, training, and co-branded assets.
- Manage MDF/Co-op budgets and promotional campaigns.
- Run omni-channel campaigns (email, digital, events, content).
- Support product launches and rebate program awareness.
- Analyze marketing performance and optimize partner engagement.

That role sits in **marketing**, not sales.

Sample Job Description from Internet:

Channel Sales Manager (CSM)

Job Description

The Channel Sales Manager manages active broker relationships, drives deal flow, and closes C&I opportunities. This role is responsible for pricing strategy, deal structuring, renewals, and maximizing share of wallet within each broker's book.

Key Responsibilities

- Manage day-to-day relationships with active brokers
- Provide pricing strategy, deal support, and competitive positioning

- Drive new C&I opportunities through broker channel
- Manage renewals, re-pricing, and retention
- Track broker performance and pipeline health
- Collaborate with CMM on campaigns and enablement
- Provide feedback to CDM on broker coverage gaps
- Ensure compliance with internal pricing and margin guidelines
- Maintain accurate CRM and pipeline reporting

Success Metrics

- Gross margin closed
- Win rate
- Renewal rate
- Share of wallet with top brokers
- Broker satisfaction
- Pricing cycle efficiency

Here is an economics model with approximate data from the internet. Modify the assumptions to fit your situation.

Economics/Payoff

Year	1	2	3
New Gross Margin	\$600,000	\$800,000	\$1,000,000
Renewal Gross Margin@50%	\$0	\$300,000	\$400,000
Net GM	\$600,000	\$1,100,000	\$1,400,000
Net GM To Supplier@70%	\$420,000	\$770,000	\$980,000
Base Salary	\$150,000	\$150,000	\$150,000
Benefits/Payroll tax/OverHead	43%	43%	43%
LoadedBase	\$214,500	\$214,500	\$214,500
Variable Costs	\$35,500	\$66,000	\$84,000
Variable as%ofGM	6%	6%	6%
Total Employee Cost	\$250,000	\$280,500	\$298,500
Employee Cost as % of GM	42%	26%	21%

Strategic Interpretation

- **Sales Manager:** Immediate and compounding ROI. Best for GM expansion, broker activation, and territory growth.

Marketing Manager: Slower burn but essential for scalable broker enablement, content, and channel lift. Best for long-term efficiency and brand leverage.

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