

Rainmaker's Marketing And Distribution Channels Worksheet

Value Proposition To Be Delivered:						
Sales & Marketing Channels				Service & Delivery		
	Firm	External			Receipt & Processing	Submission Delivery
		Partners	Vendors	Technology		
Participant & Relationships	P1: P2:	P1: P2:	P1: P2:	P1: P2:	P1: P2:	P1: P2:
Resources Employed	R1: R2:	R1: R2:	R1: R2:	R1: R2:	R1: R2:	R1: R2:
Capabilities	C1: C2:	C1: C2:	C1: C2:	C1: C2:	C1: C2:	C1: C2:
Actions	A1: A2:	A1: A2:	A1: A2:	A1: A2:	A1: A2:	A1: A2:
Outcomes	O1: O2:	O1: O2:	O1: O2:	O1: O2:	O1: O2:	O1: O2: