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PURPOSE

Channel Evaluation assesses and compares specific prospective **partners** for a market against **seven fixed, weighted** evaluation dimensions.

CLIENT VALUE

Choose the right in-market partner on evidence, and identify any condition that must be resolved before appointing a preferred partner.

HOW TO USE

1. Create an evaluation for the market.
2. Use **+ Add Partner** to add each candidate partner to the evaluation.
3. Score each partner on the **seven weighted dimensions** from 1 to 5. Each starts **Not Assessed**.
4. Compare candidates and record the **recommendation**; note any critical condition.
5. Export the client-facing record.

+ Add Partner adds another candidate *within* the current market evaluation. **+ Add Evaluation** starts a *new* market evaluation — they are not the same.

UNDERSTANDING THE RESULT

Each partner receives a weighted **suitability score** and descriptor. Rank orders candidates by score, but the **recommendation** is a separate judgement; a critical condition can block a Preferred Partner recommendation regardless of rank.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing evaluation record, reflecting the partners, dimension scores and recommendation you entered.