



Commercial Agency and Distribution Agreements Course: Exclusivity, Territory and Termination

23 – 27 August 2027

Amsterdam - Zuidas business district hotel



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Ref: 1477_24240 **Date:** 23 – 27 August 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Commercial agency and distribution agreements training is a 5-day course for legal counsel, contract managers and channel managers that ends with a negotiated distribution agreement draft for a case product. Organisations lose markets, margin and brand control when an agent is appointed on a distributor template, exclusivity is granted without targets, or a long relationship ends in an unplanned goodwill claim. Nominees already appoint or manage intermediaries or review their contracts, and practise each clause through negotiation role-play between principal and distributor teams. CoreConcept Training Center delivers this commercial agency and distribution agreements course.

Course Objectives:

- Select between a commercial agency, distributorship, franchise or reseller structure for a product and market using a weighted structure selection matrix
- Draft appointment, exclusivity, territory, customer allocation and online sales clauses that match the commercial intent of the principal
- Set commission, resale pricing, minimum purchase and performance target clauses with measurable shortfall remedies
- Protect trade marks, branding, stock, returns and warranty handling through licence and supply clauses in the intermediary agreement
- Assess vertical restraint, non-compete, termination and goodwill indemnity exposure before an intermediary is appointed or removed
- Negotiate and finalise a distribution agreement draft with a clause rationale note for internal approval

Target Audience:

- In-house legal counsel who advise on the appointment and removal of agents and distributors
 - Contract managers who draft, review and administer intermediary agreements across markets
 - Channel and commercial managers who recruit distributors, resellers and franchisees and negotiate their terms
 - Export and business development managers who enter new markets through local intermediaries
 - Brand and licensing managers responsible for how partners use trade marks and marketing materials
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Course Outline:

Day 1: Intermediary Models and Structure Selection

- Commercial Agent, Distributor, Franchisee and Reseller Models Compared
- Principal and Agent Authority to Negotiate and Conclude Sales
- Buy-Resell Distributorship Title, Risk and Margin Flow
- Franchise Business Format Licence and Know-How Transfer
- Structure Selection Matrix for a New Market Entry

Day 2: Model Contracts, Appointment and Exclusivity Architecture

- Model Commercial Agency Contract Clause Structure Walkthrough
- Model Distributorship Contract and Its Link to Sale Contracts
- Exclusive, Sole and Non-Exclusive Appointment Clause Options
- Territory, Customer Group and Online Sales Allocation
- Agent Appointment Registration and Market Entry Formalities Checklist

Day 3: Commercial Terms, Targets and Brand Protection Clauses

- Agent Commission Base, Del Credere and Payment Timing
- Distributor Pricing, Recommended Resale Prices and Discount Schedules
- Minimum Purchase Quantities and Target Shortfall Remedies
- Trade Mark Licence, Branding Guidelines and Marketing Approval Clauses
- Stock Levels, Product Returns and Warranty Claim Handling

Day 4: Vertical Restraint Limits, Termination and Exit Compensation

- Vertical Agreement Limits on Resale Pricing and Territory
- Non-Compete and Post-Term Restriction Enforceability Review
- Fixed Term, Renewal, Notice Period and Termination for Cause
- Goodwill Compensation and Indemnity Calculation on Agency Termination
- Stock Buy-Back, Customer Lists and Brand Wind-Down

Day 5: Distribution Agreement Negotiation Role-Play and Drafting

- Case Product Brief and Principal Versus Distributor Interest Map
 - Arbitration and Escalation Clause Selection for Cross-Border Distributors
 - Exclusivity and Minimum Target Clause Negotiation Role-Play
 - Termination and Goodwill Indemnity Clause Redline Exchange
 - Negotiated Distribution Agreement Draft and Clause Rationale Note
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Skills You Will Gain:

- Intermediary Structure Selection
- Exclusivity and Territory Drafting
- Commission and Resale Pricing Terms
- Performance Target Setting
- Brand Licence Control
- Vertical Restraint Screening
- Goodwill Indemnity Assessment
- Distribution Agreement Negotiation

Why Attend This Course:

- Deliver a Negotiated Distribution Agreement Draft with Clause Rationale Note to the general counsel and the commercial director for approval
- Decide whether a new market is served through an agent, a distributor, a franchisee or a reseller before any appointment letter is signed
- Avoid unplanned goodwill claims, void resale price clauses and lost exclusivity value when an intermediary relationship ends
- Equip legal and channel colleagues with clause options, target schedules and a termination checklist for future appointments

Conclusion:

Back at work, the participant hands the negotiated distribution agreement draft and its clause rationale note to the general counsel, the commercial director and the channel team. They use it as the reference position for the next agent or distributor appointment, renewal or exit discussion. After its first use, the unit should review which exclusivity, target and termination clauses the counterparty accepted, where concessions were made and whether indemnity exposure was priced, then update its clause options and approval thresholds.

Frequently Asked Questions FAQ:

What should participants know before a commercial agency and distribution agreements course?

Participants should already work with intermediaries or review their contracts and understand basic contract terms such as price, delivery and liability. Bringing an anonymised agency or distribution agreement from their own organisation helps them test clause options during the role-play exercises.

How does a commercial agency and distribution agreements course differ from a general contract drafting course?

It concentrates on one family of contracts: agency, distributorship, franchise and reseller agreements. General contract formation and boilerplate are assumed, and time goes to exclusivity, territory, targets, brand control, vertical restraints, termination and goodwill indemnity, which general drafting courses touch only briefly.

Is a commercial agent entitled to compensation when the agency and distribution relationship ends?

In many legal systems a commercial agent may claim goodwill compensation or an indemnity on termination, and the right often cannot be excluded by contract. Distributors usually have weaker protection. The course shows how to assess this exposure and draft termination clauses accordingly.

What do participants take back from the commercial agency and distribution agreements course?

Participants return with a negotiated distribution agreement draft for a case product, a clause rationale note explaining each negotiated position, a structure selection matrix and a termination and indemnity checklist they can apply to their own intermediary appointments.
