

CHANNEL SALES

Channel sales is how you take your product to the market – the different 3rd party channels that you employ to help launch, market, sell and service your product to maximize your revenue.

DIRECT SALES



CHANNEL SALES

Pros:

The entire process of sales is handled by your company.

The control is kept with you.

Cons:

Very small businesses and growing companies generally do not have the kind of cross-departmental capabilities needed to scale this level of operation.

Pros:

You can reach a larger number of prospects.

Allows you to outsource much of the operations and effort of sales.

Cons:

The most obvious disadvantage of channel sales is having to share your profits with a third party.

TYPES OF CHANNELS FOR A CHANNEL SALES STRATEGY



Handles
products of a
specific kind and
offers yours among others - to
his/her customers.

Acts as an outsourced sales representative, who works independently as a consultant





Used by large volume producers, who need to move a huge amount of stock regularly.

Companies that buy your product and package it with their own to sell it to the end consumer



Individual Retailers

They run a small independent outfit that sells particular types of products.



Sellers that promote your product on commission.

Channel sales save you time & effort



It allows you to scale quickly

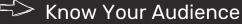
It is more cost-effective

THE BENEFITS
OF
CHANNEL SALES

Saves time spent on establishing brand trust

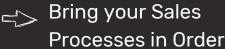
It offers quicker turnaround time

Getting Started with Channel Sales





Plan The Ideal Sales Channels



Create All the Collaterals

Needed

