



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



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 is more cost-effective

It offers quicker turnaround time



THE BENEFITS OF CHANNEL SALES

It allows you to scale quickly

Saves time spent on establishing brand trust

Getting Started with Channel Sales

- ➔ Know Your Audience
- ➔ Plan The Ideal Sales Channels
- ➔ Bring your Sales Processes in Order
- ➔ Create All the Collaterals Needed
- ➔ Set Up Your Evaluation Criteria