

Sales Channels Tuesday

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Sales Channels:

- 1099 Reps
- Telesales Reps
- Outside Reps
- Distributors (Manufacturers Reps)
- Brokers
- Value Added Resellers (VAR's)

Sales Channels - PROs

- **1099 Reps**

- Get Paid ONLY if they sell.
- Can have multiple reps with out a budget.
- No need to fire underperforming Reps

- **Telesales Reps**

- A lot of activity, quickly.
- Reps are in house all the time, easy for direction change
- Calls can be monitored for quality

Sales Channels - CONs

- **1099 Reps**

 - No control over daily activity

 - Not always working for you

 - Possibly doing more than one job

 - Not always focused on you

 - Not always responsive to your needed changes

- **Telesales Reps**

 - NOT Considered Consultative

 - Customer perception is lower transaction value

 - Sales tend to be simpler

 - Sales cycle doesn't build relationships

 - Tend to be single sale transactions

 - Smaller gross profit per transaction

Sales Channels - PROs

**Distributors (Manufacturers Reps),
Brokers, Value Added Resellers (VAR's)**



Get Paid ONLY if they sell.



Have management in place



No need to fire underperforming Reps

Sales Channels - CONs

- **Distributors (Manufacturers Reps), Brokers, Value**
- **Added Resellers (VAR's)**
 - Often sell multiple product lines, NO FOCUS on yours
 - If selling competing product can look solely for spiffs
 - Can be driven by price, and look for reductions to increase sales
 - Difficult to retain brand loyalty
 - No Direct control over activities
 - Difficult to obtain feedback at times
 - Contract negotiations need to be VERY CLEAR

Sales Channels - PROs

- **Outside Reps**

- Face to Face interactions
- Builds long lasting relationships
- Used also as a marketing and branding tool
- Immediate market feedback
- Customers perceive the product as higher value
- Can handle more complex sales
- Typically higher transaction values

Sales Channels - CONS

- **Outside Reps**

- Can seem expensive, larger overhead
- Territories can seem geographically small
- Trust can be a factor

Q & A

Thank you

- Further Questions and requests:
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