Sales Channels
Tuesday

Presented by:
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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 without 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 changes.
  - 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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