

Selling through Channels – how to engage the other 80% of your dealers...

When you work with your dealer channel, you know the dealers that are good customers and the ones that you deal with if they come to you with a requirement. Generally 80% of your business comes from 20% of your dealers.

So what about the other 80% of your dealers?

OK, some are small businesses that only have occasional requirements, but there will be significant businesses in there that have the potential to buy from you far more often.

The Nett Sales *Channel Leads* process helps you to engage this 80% of your dealers.

Channel Leads works as a virtual internal sales person to engage the large number of dealers that only buy from you occasionally. But how?

Simply, *Channel Leads* builds a relationship with these dealers, offering them technical knowledge, sales advice, support and offers. All designed to help them develop and grow their business. All engagement is tracked so that when dealers show interest, the activity is logged and further action taken to develop a relationship with the dealer.

For example, in a recent engagement, the *Channel Leads* process worked this way:

- Checking the details of all dealers by telephone and collecting additional relevant contact names
- Finding additional businesses that could become dealers
- Sending a series of knowledge led emails to the contacts
- Tracking engagement in the emails and following up by telephone with those that responded appropriately
- Identifying requirements in the dealers and passing onto the sales team
- Running an end user campaign to generate interest for the dealers to follow up
- Providing relevant sales knowledge and help to support the dealers' activity

Sales through these dealers grew by 23% over 6 months and continues to grow. The campaign continues to give excellent return on investment, costing less than a full time internal sales person and offering significantly better results!

Timescale and costs

This is not a quick fix. It takes time to build your channel, get you better known, build trust and engage with them to the point that they are willing to buy from you. But this process will produce a stream of new channel partners, opportunities and orders for as long as you want them. Allow six months to get set up, regular campaigns sent and sales in to sustain your budget allocations. Then expect to see real sales results within the following six months.

No two clients are the same and so costs vary. Allow from £1900 per month (depending on what you need) for the programme described above, including email marketing, social networking and telephone follow up to give you hot channel leads, more often.

Also expect a setup fee of about £1000 to £3000 to buy, clean and process data and for system setup costs if you need them. If you have the data there are no costs here.

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