

TOPIC No 5:

Sales distribution channels



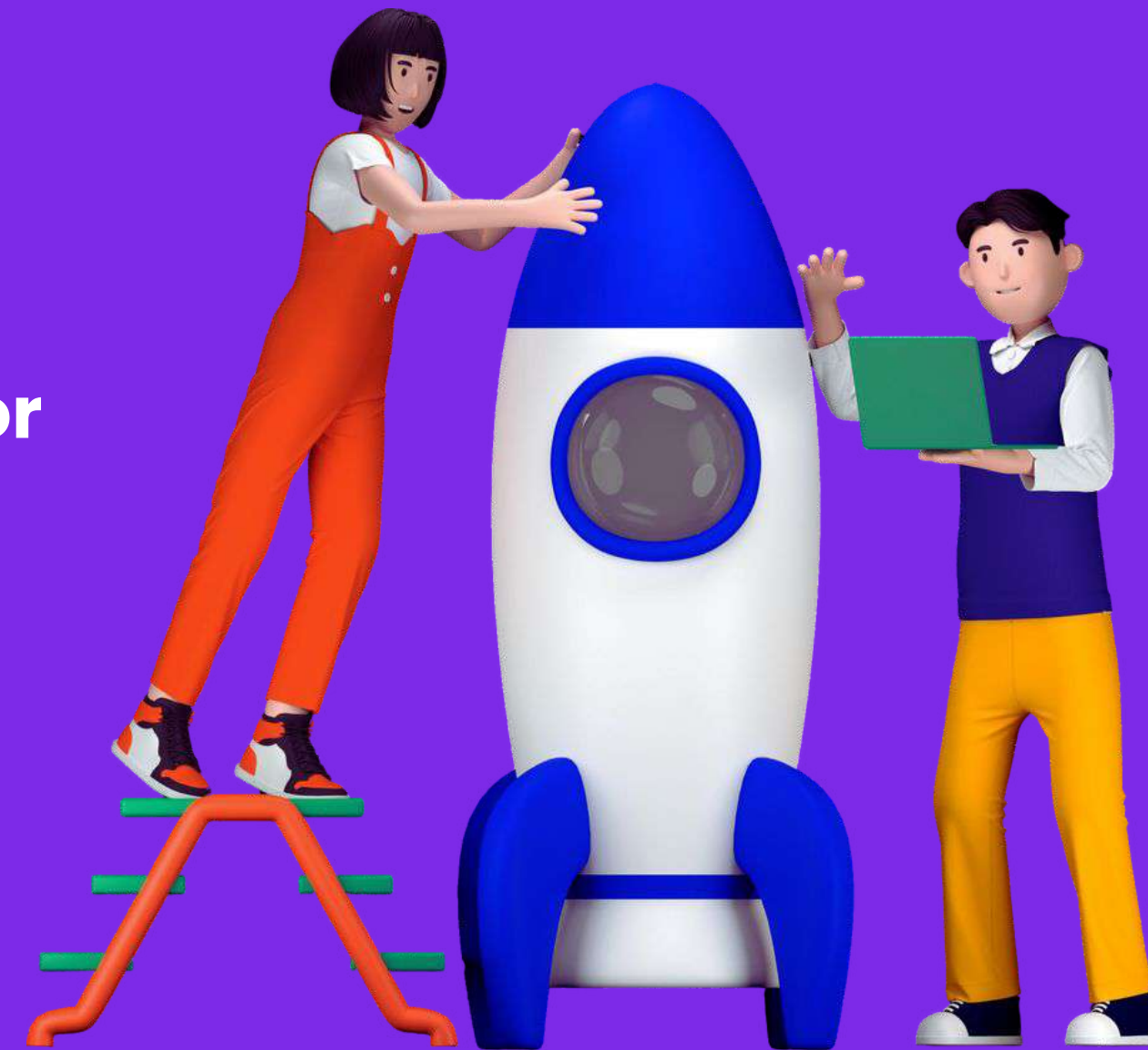
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AGENDA

- ◆ **Distribution Channels**
- ◆ **Learn the Art of Sales**
- ◆ **Common Sales Terms**
- ◆ **Let's Practice! – Build your sales plan**
- ◆ **Types of Sales – advantages and disadvantages for each types**





“Business opportunities are like buses. There's always another one coming.”

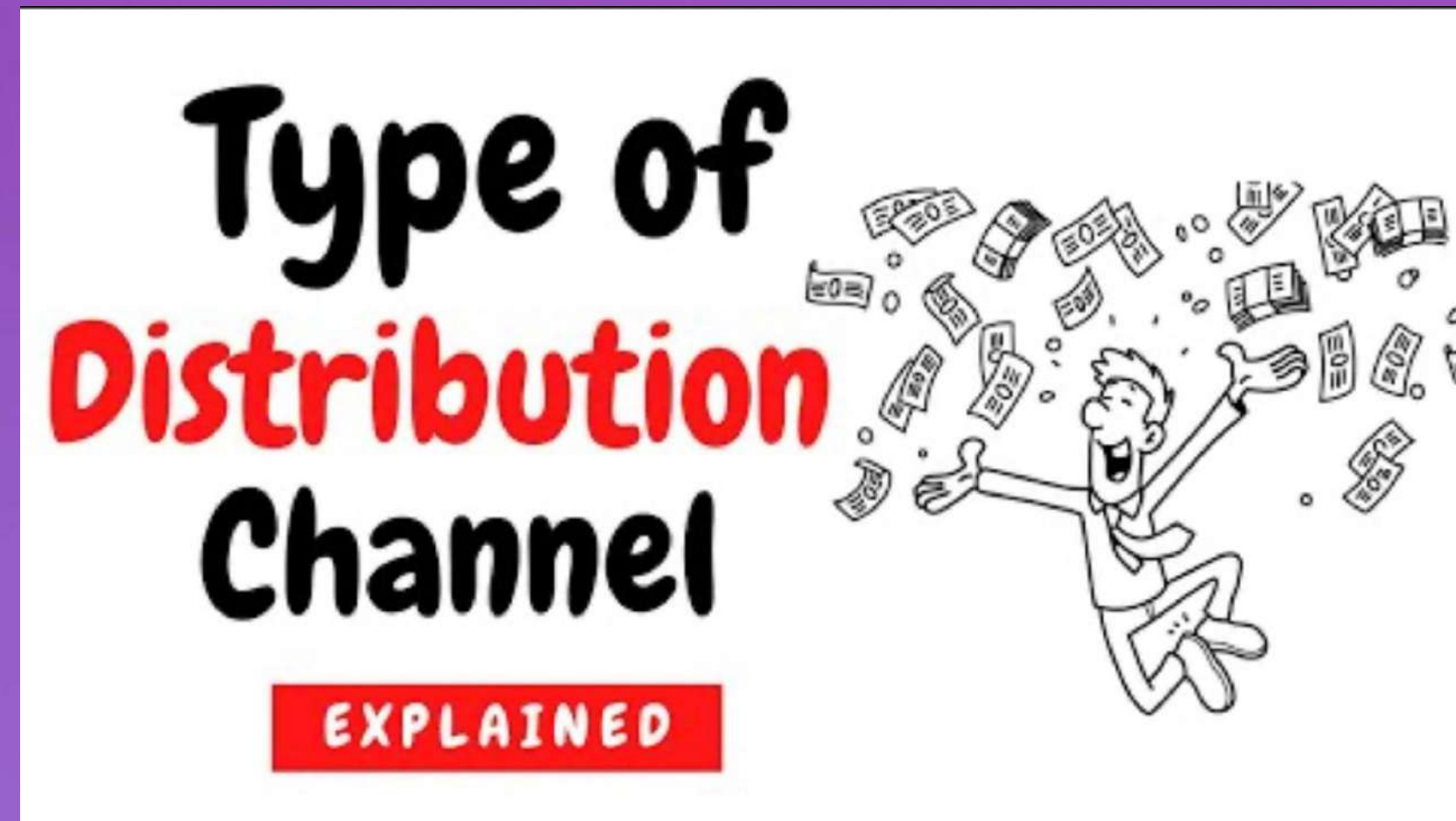
Richard Branson

Distribution Channels or Types of sales

Distribution channels are the paths products take from their initial manufacturing stage to selling them to consumers. For instance, if you go to a retail store to buy a product, the distribution channel typically includes the manufacturer, a distributor, and the retailer.

1. Direct Distribution Channels
2. Indirect Distribution Channels
3. Hybrid Distribution Channels

Distribution Channels or Types of sales



<https://www.youtube.com/watch?v=DY09-nZX1gg>

Learn the Art of Sales

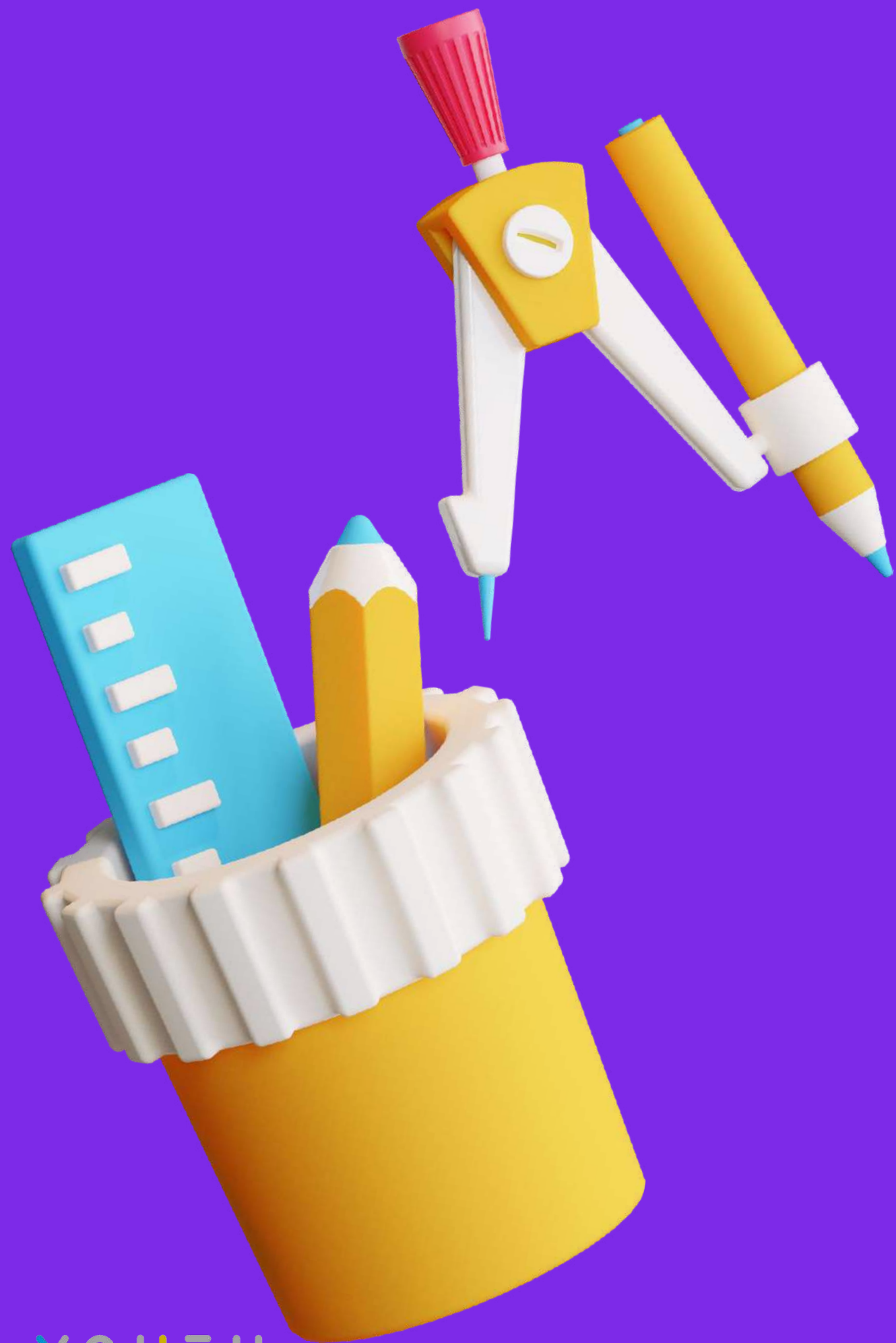
The term "sales" refers to all activities involved in selling a product or service to a consumer or business.

But in practice? it means so much more: a lot of effort goes into successfully closing a deal – from sourcing prospects, to building relationships, and providing customers with solutions.

Businesses have sales organizations that are broken up into different teams.

Salespeople reach out to contacts that might be interested in purchasing the product or service that their company is selling — prospects that demonstrate interest through actions like visiting the company website or interacting with the company on social media.

Companies staff entire departments with employees dedicated to selling their products and services. While many sales teams are held to monthly quotas and benchmarks for converting leads and closing deals, the real goal of sales is solving for the customer.



Learn the Art of Sales

Where can salespeople source leads and prospects?

The campaigns and efforts of the marketing organization are some of the best ways to generate qualified leads. And the [State of Inbound Report](#) found that salespeople source 28% of their leads from marketing. While [marketing and sales](#) use different processes, both business functions impact lead generation and revenue.

So, how do sales teams sell?

Let's review the most common types of sales!

Meet our sales team- an example



1. President



2. Chief Executive Officer



3. Chief Operation Officer



4. VP Marketing



Common Sales Terms

1. Salesperson

A salesperson is an individual who performs all the activities associated with selling a product or a service. Synonyms for salesperson include sales associate, seller, sales agent, and sales rep or representative.

2. Prospect

A prospect is a point of contact at a company that the salesperson would like to sell products or services. The salesperson uses prospecting techniques like making warm calls, email outreach, and social selling. And if they're interested in the product or service, the sales rep can apply different sales closing strategies to turn the prospect into a customer.

Common Sales Terms

3. Deal

A deal represents the product or service you'd like to sell and the price associated with it. Deals have multiple stages, which can vary depending on the business, its processes, products, and industry — and deal performance can be tracked using a CRM. Salespeople can put together deal plans to make the selling process easier on the prospect and the sales rep.

4. Sales Pipeline

A prospect is a point of contact at a company that the salesperson would like to sell products or services to. The salesperson uses prospecting techniques like making warm calls, email outreach, and social selling. And if they're interested in the product or service, the sales rep can apply different sales closing strategies to turn the prospect into a customer.

5. Sales Plan

The sales plan outlines the goals, objectives, and strategies for a sales organization. It includes details about target customers, market conditions, revenue targets, pricing, team structure, and more. It also lays out the tactics the sales teams will use to achieve their goals.

Let's Practice!

1. Establish your sales channels!

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2. What products and services do you sell?

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3. What budget have you allocated?

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4. Proposed deadline!

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5. Your performance indicators !

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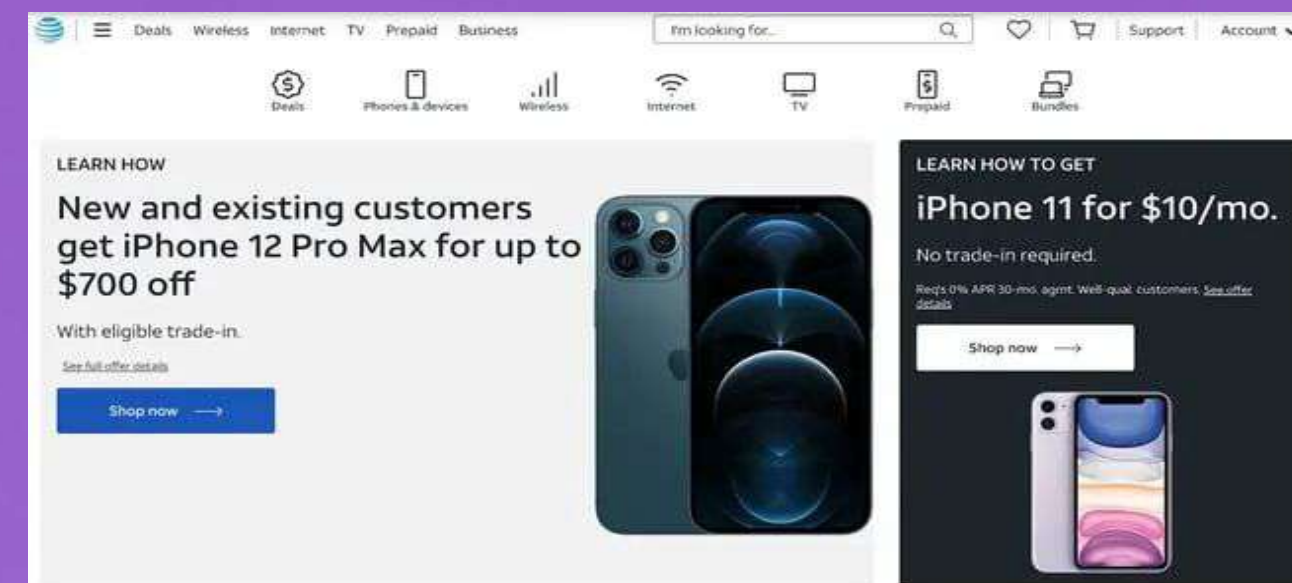
Types of Sales: 1. Inside sales

When sales teams engage with their prospects and customers remotely, often from an office alongside their team members, they follow an inside sales approach. This means they are selling from within their company.

Organizations that use an inside sales approach often tend to have leaner, more automated processes and structured hours.

From phone service to internet to TV, AT&T provides products and services for just about any consumer and business.

The company's inside sales reps contact leads and prospects to complete the traditional sales process — uncovering the customers' needs, matching them with the right solution, and closing the deal. They might use a sales software to keep track of customer interactions and sales won.



ADVANTAGES

- **Faster response times:** Using technology to automate a lot of the contact between you and your leads can result in a faster response time. This increases the likelihood that you can provide quick and accurate service to your customers before they move on to your competitors.
- **Reduced cost:** While inside sales technology and software may have a high initial cost, the ultimate reduction of travel, personnel and time can save money. Inside sales is a less expensive form of sales than outside sales.
- **Easier to scale:** An inside sales team develops and uses the same process. This means that they use the same system of touches and usually much of the same content to convert their leads to sales. This makes scaling the team and process to encompass more sellers and more clients easier than when individual salespeople are using their own techniques.

DISADVANTAGES

- **Lead quality:** It can be hard to establish which leads have the potential to be converted and which leads do not in a digital space. Inside sales is more personal than cold-calling, but can still involve speaking with clients who may not buy your product or service. Salespeople can overcome this by using their communication skills to listen to the needs of their leads and determine if they have the potential to make a sale.
- **Differentiating yourself:** As inside sales become more and more popular, it may become hard to differentiate yourself from your competitors. More and more digital spaces have ads, so to differentiate your product or service, prioritize the connection you can make with your leads and the knowledge you can bring to your interactions.
- **Staying motivated:** Inside sales is a more structured environment than other types of sales. To stay engaged, remember that every interaction with a lead is a new chance to make a sale and, though you are guiding them through a process, you are also establishing a real connection with them.

Types of Sales: 2. Outside Sales



On teams where salespeople broker face-to-face deals with the prospect, they are following an outside sales approach. This implies that they are selling from outside their company — traditionally through door-to-door or field sales. These teams tend to not have strictly regimented processes, allowing freedom and flexibility for reps to develop and implement their own sales strategies.

As a leader in medical-grade equipment, Medtronic utilizes the skill set of experienced sales reps to match their products with medical professionals. Medical devices sales reps spend the majority of their time traveling — but once they reach their destinations, they meet with medical professionals and administrators who make decisions about what to purchase.

In addition to traveling to prospective customers, they might attend conferences and events where these decision-makers might be in order to network and build relationships before it's time to make a sale.

ADVANTAGES

- **Personalized Enchantment:** In the dance of outside sales, the magic of personal interaction takes center stage. A warm smile, a firm handshake, and eye contact enchant customers, forging powerful connections.
- **Uncharted Territories Unraveled:** With outside sales reps as intrepid explorers, uncharted territories become fertile grounds for cultivating new leads. Conquer new horizons and watch your customer base expand.
- **Championing Problem-Solving Prowess:** In the field, challenges arise like waves in the ocean. But fear not, outside sales reps rise like skillful surfers, ready to ride the tides of customer concerns, providing real-time solutions.

DISADVANTAGES

- **Costs of the Grand Adventure:** While outside sales weaves tales of adventure, it comes at a price. The cost of travel, accommodations, and expenses may create budgetary ripples.
- **Limited Clockwork Hours:** The outside sales dance may embrace flexibility, but the constraints of time remain. Scheduling meetings and accommodating client availability can pose a delicate choreography.
- **Independence and Isolation:** On the road less traveled, outside sales reps find themselves solo performers. The isolation may challenge teamwork and require tenacity to keep the spirit soaring.

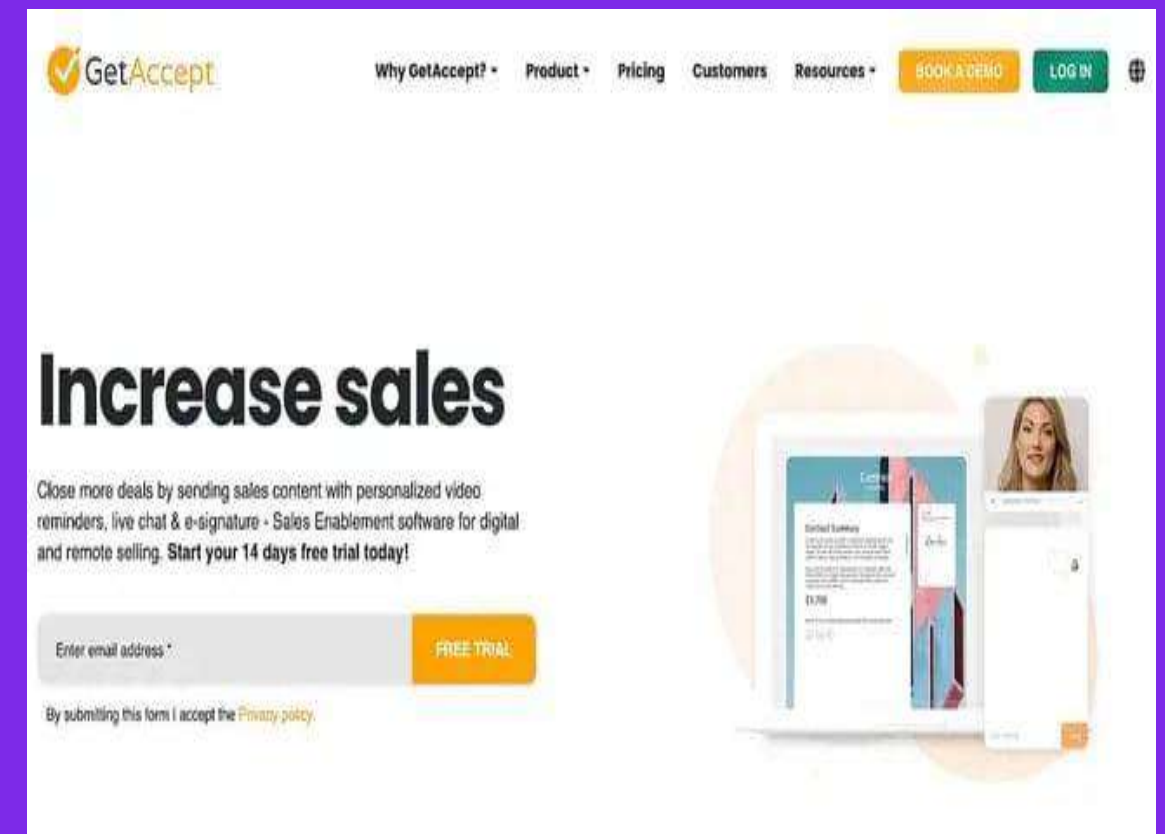
Types of Sales: 3.B2B Sales

This common acronym stands for "business-to-business" and describes companies that sell products and services to other businesses, instead of individual consumers.

B2B sales tend to have a higher ticket value and more complex terms because the goods sold to other businesses typically play an essential role in how the buyer's business operates.

Within the realm of B2B, sellers can primarily support SMBs (small to medium businesses) or enterprise customers.

GetAccept is a sales enablement platform that helps sales reps build relationships with buyers. As a business that helps other businesses sell better, GetAccept classifies as a B2B company. Its sales reps work with other sales team managers to promote the benefits of the GetAccept products and create long-term clients that generate revenue for the business over time.



ADVANTAGES

- **Convenience:** While companies can sell through physical storefronts or take transactions by phone, B2B commerce often takes place online, where companies advertise their products and services, allow for demonstrations and make it easy to place bulk orders. Sellers also benefit from efficient order processing thanks to this digital transaction model.
- **Higher profits:** B2B companies often sell their items in wholesale quantities so that buyers can get a good deal and need to restock less often. Larger order numbers lead to higher potential sales and more cash coming in for B2B sellers. At the same time, the ease of advertising to other businesses through B2B websites can help cut marketing costs and boost conversion rates.
- **Huge market potential:** From business software and consulting services to bulk materials and specialized machinery, B2B sellers can target a large market of companies across industries. At the same time, they have the flexibility of specializing in an area like technology to become a leader in the field.
- **Improved security:** Since contracts are a common part of B2B commerce, there's some security for both buyers and sellers in that there's less concern that one will pay and the other will deliver goods as promised. Since sales usually get tracked digitally, it's also more secure in that B2B sellers can track and monitor their financial results.

DISADVANTAGES

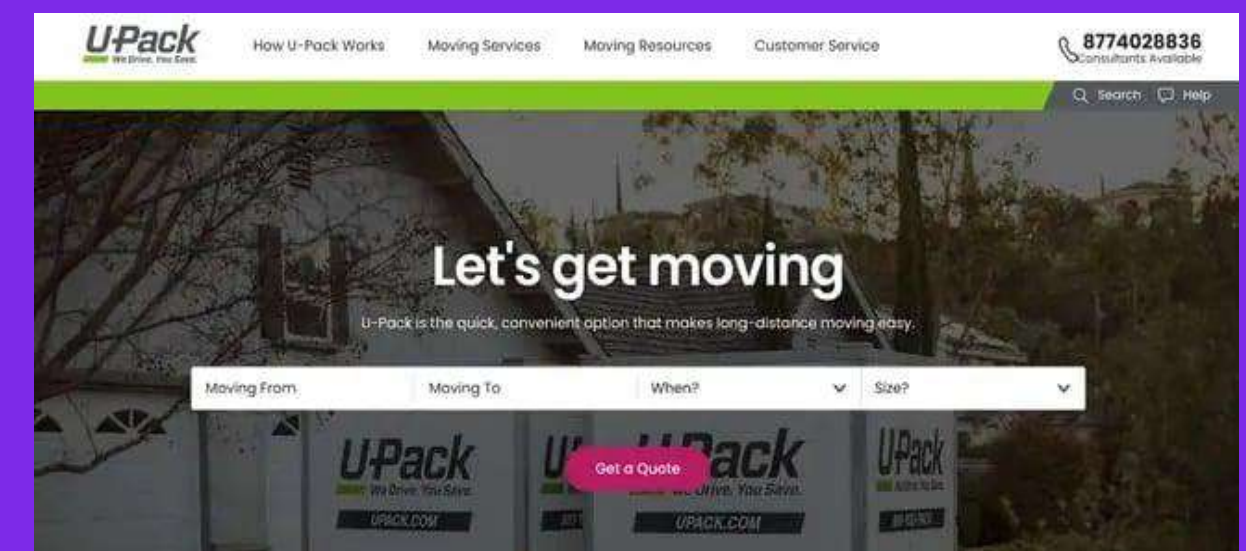
- **More complex setup process:** Getting started as a B2B retailer takes work to figure out how to get customers who stay dedicated and make large-enough orders. This often requires thorough research to advertise to potential businesses, set up a custom ordering system and adapt quickly when sales are underwhelming.
- **Limits to sales:** While B2B companies can sell a lot, they do miss out on potential sales to individual customers. The smaller pool of business buyers and the need to negotiate contracts can put some limits on profits, especially when the company loses key buyers to other competitors.
- **Need for B2B sellers to stand out:** At the same time, the B2B market has many companies competing and selling similar products and services. Sellers often need to cut prices and find special ways to grab companies' attention to succeed in the market.
- **Special ordering experience needed:** B2B companies selling online need to put much effort into designing a website and ordering system that buyers find easy to use. This means presenting product and service information clearly, offering online demos or consultations and using order forms with appropriate options for quantities and any special customization needed.

Types of Sales: 4. B2C Sales

Unlike B2B sales, B2C (or business-to-consumer) sales revolve around transactions between a company and its individual consumers. These deals tend to be of lower price-value and complexity than B2B sales and can involve multiple deals with a variety of customers. B2C Sales in Action: [uPack](#)

Moving companies rely on B2C sales to connect directly with the consumer who uses their services. uPack uses digital ads to source leads which their B2C sales team turns into customers.

Its sales process is simple, but effective — the company gets customers interested in their services by offering them a free quote on their move. Then, the B2C sales reps get to work enticing the prospective customer to choose their moving service over the competition because of lower prices and faster moves.



ADVANTAGES

- **Lower prices**

Direct-to-consumer businesses often charge lower prices, as they don't need to work with and pay third parties.

- **Reach**

Ecommerce allows B2C businesses to stay continually open. Online B2C companies can also reach customers globally. Even small businesses with a local brick-and-mortar presence can use a commerce solution like Shopify to sell and ship products internationally.

- **Customer data**

Valuable customer data can strengthen a business's marketing strategy. When you sell directly, it's easier to collect and analyze ecommerce data like conversion stats, email addresses, and customer behavior patterns.

DISADVANTAGES

- **Lack of Catalog Flexibility**

However, it's crucial to rearrange the catalog after adding new data and merchandise, correspondingly.

- **Infrastructure**

Even though it has a huge customer reach and overcomes cultural boundaries by addressing everyone on the same channel, the truth still stands.

- **Competition**

Since there are thousands of online stores and services, the rivalry is indeed fierce and could jeopardize our company's consumer base. Some online stores have been able to keep a sizable portion of the market, allowing them an opportunity to endure over time.

- **Product Exposure Limits**

It is important to note that e-commerce has limited the amount of product exposure available to purchasers online, although it provides them with easy accessibility and a special degree of product customization.

- **Entering a Cut-Throat Competition**

Without conducting market research and B2C Campaigns, many people are influenced to launch a B2C e-commerce business. As a result, they begin to cater to the market or special segment where numerous e-commerce companies are already created to serve the public.

- **Shipping Charges**

Whether you sell in large or small quantities, transportation fees are a reality. Additionally, clients demand free shipping in the modern e-commerce industry.

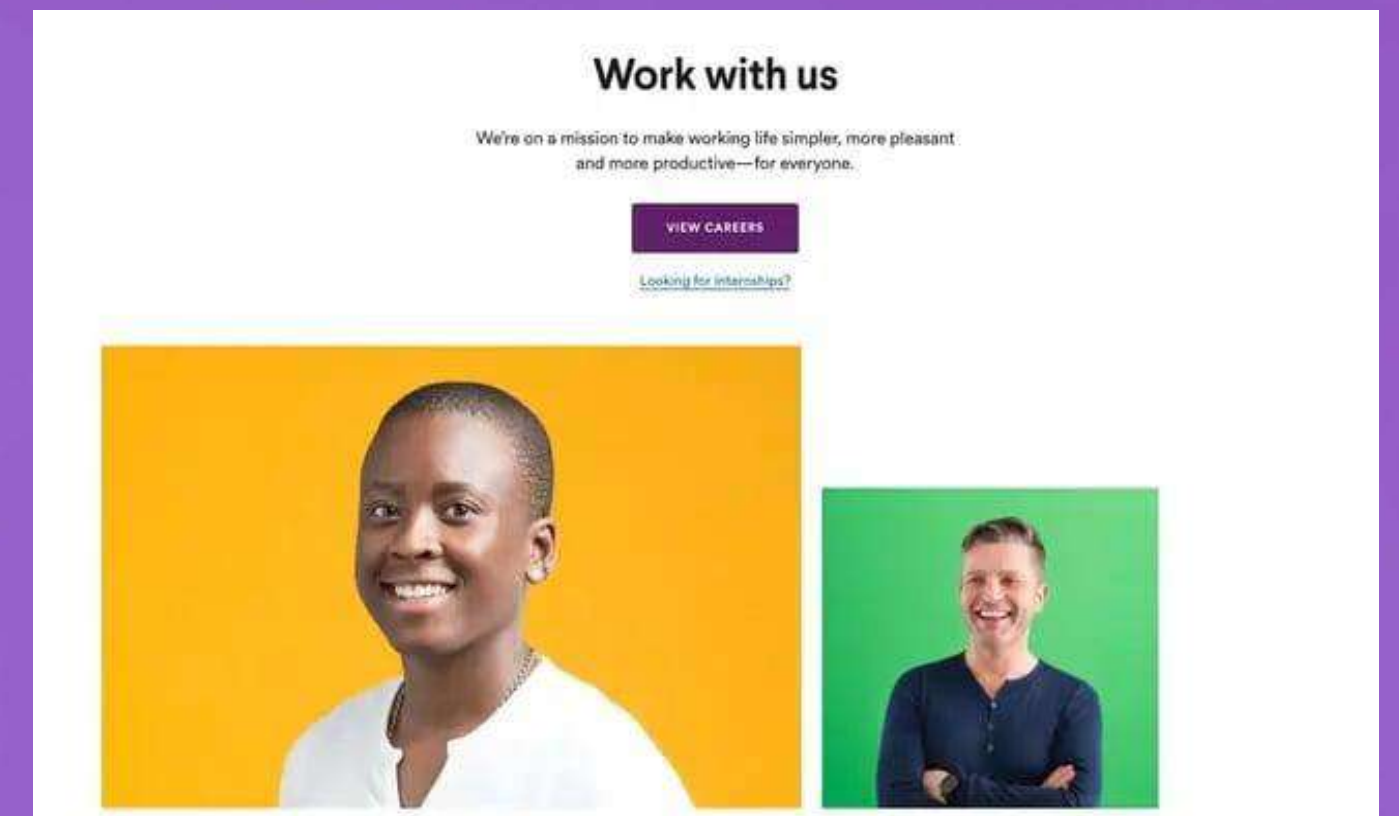
- **Security Concerns**

The transactional data from your site can be hacked by a lot of cybercriminals. After that, they are free to use someone else's name to purchase anything they want.

Types of sales: 5. Business Development Sales

Though business development doesn't account for an entire sales transaction, it's an important aspect of the sales function for many companies. This role is typically held by [Slack](#).

BDRs at Slack are responsible for the pipeline within enterprise accounts. They drive outreach to several stakeholders at the companies where they work. People in these roles are expected to be product experts and build demand for the Slack product.



ADVANTAGES

- If the economic conditions and market trends create high demand and attract potential buyers, you could sell your business at a high price.
- Selling your business could allow you to pursue other projects invest in another business or find work with an employer.
- Any profit from selling your business could allow you to pay off personal debts.
- The money you receive could fund your decision to take time off eg to spend more time with family or travel.
- If your business is in decline or you have financial difficulties, selling the business may provide you with a way out.

DISADVANTAGES

- The process of negotiating the sale of your business could be lengthy and time-consuming.
- The legal costs of selling a business can be expensive.
- You could be required to sign a non-compete agreement which might limit your freedom in consulting with similar businesses or starting a new business in the same area within a given period.
- Planning to sell your business will affect any staff you may bring a degree of uncertainty - at the very least it could affect their morale.
- If your business is profitable, you could be giving up a lucrative revenue stream.

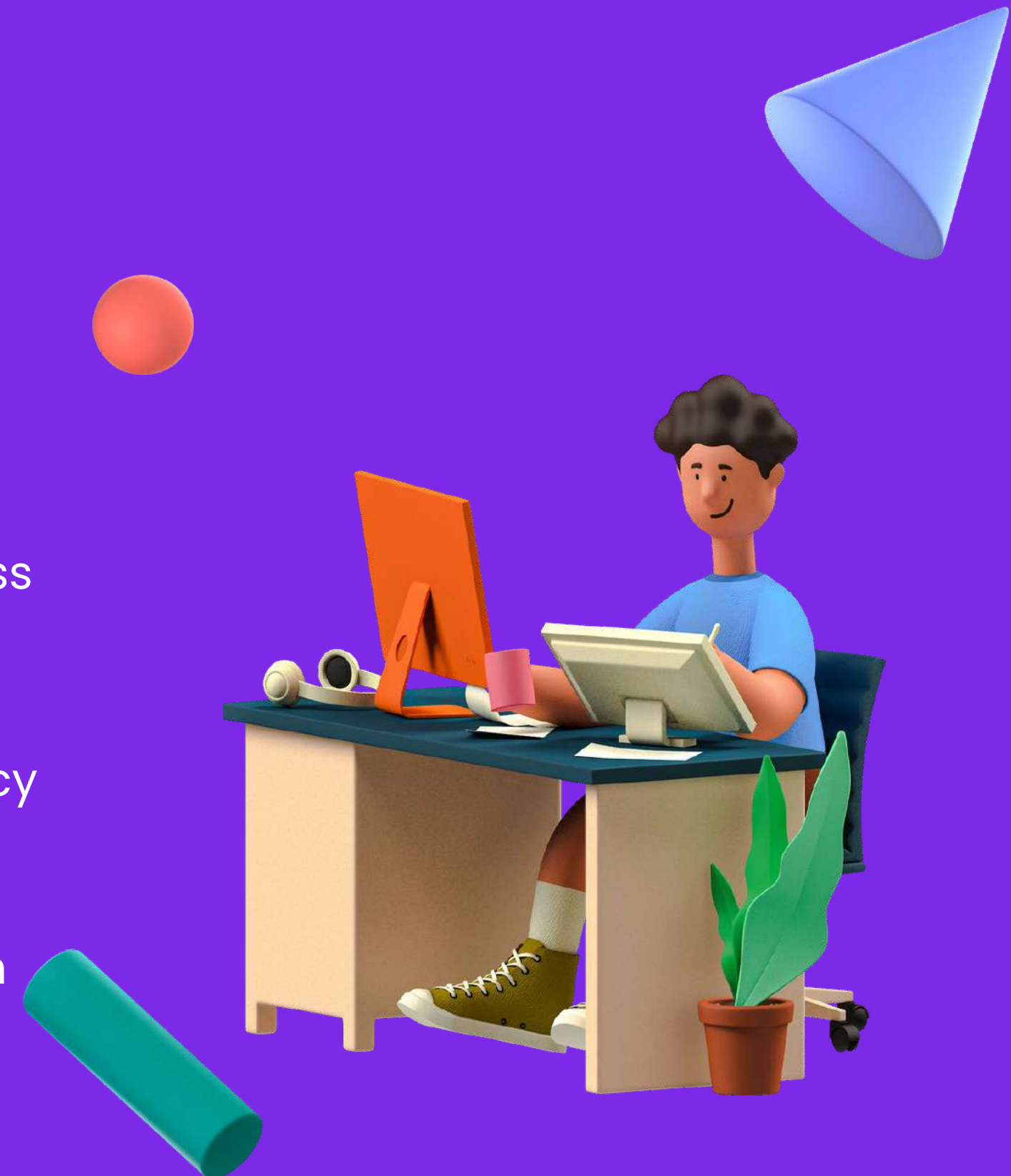
Types of Sales: 6. Agency Sales

This type of sales involves generating and converting new leads to sign onto service packages from an agency. In the agency sales space, clients are typically signed either by project or on a retainer. For agencies that sign clients by project, they primarily focus on bringing in new business, selling service packages to new clients as their current projects wrap up.

With a retainer model, agencies can engage with clients on an ongoing basis which allows for predictable recurring income with less dependence on bringing in a steady stream of new customers.

Agency Sales in Action: [UMG](#)

The UMG team of brothers started their creative agency using agency sales — selling one-off projects like business plans and ongoing website services to businesses in South Carolina. Now, the business has grown to multi-million dollar heights with several loyal clients on retainer.



ADVANTAGES

- **Social Environment Creative** agencies are known for providing social environments for their creatives to thrive in. Creative agencies help you build strong friendships with colleagues through different activities. Some agencies are known for their parties to get their employees together. Others are known for their competitive kickball teams.
- **Work Hard, Play Hard.** The typical agency follows something like a “work hard, play hard” mentality. During the long days spent at the office, there is always room to have some fun. Whether it’s playing games on the Wii, drinking beer from the tap, or getting a little too creative at after work parties, creatives know how to have fun.
- **Great Learning Opportunity.** If you are eager to learn, an advertising agency is the perfect place for you. Creative agencies have earned their reputations through genius ideas, consistency, and high ROI’s for their clients. Learning the tricks of selling ideas, managing clients and developing strong concepts from established agency creatives, can help to take your work to the next level.
- Every Jack has his Jill Your typical day will vary from agency to agency. Some agencies are known to have more of a conservative hardworking ideology. Others tend to have a more relaxed way of operating. Each agency has a different personality, a different culture. Changes are high you’ll find the perfect match.
- **Focus On What You Love.** Creative freelancers have to worry about marketing themselves, handling their financials, and finding new clients. At an agency, all of that is taken care of for you. You can focus a majority of the time working on your creative projects.
- **Regular Income Creative agencies offer relatively safe jobs.** Compared to being a freelancer you have benefits like a steady income, paid holidays and an adequate retirement plan. Agencies pay creatives on average \$40,000 to \$60,000, which is more than most freelancers earn. Creatives with a couple of years of experience can expect to earn up to \$100,000. (Source: PayScale)
- Opportunities for Advancement Advertising is a meritocratic industry. Quick promotions are guaranteed to those who shine. As a smart creative in an advertising agency, your opportunities are endless. Whether your goal is to become a senior creative director or become an agency executive, you have potential for great advancement.

DISADVANTAGES

- As agencies are external to your company, **communication may sometimes cause confusion** that interferes with results. Both parties need to make an effort to improve communication. You must be clear about your objectives and provide the agency with the correct information to create and execute strategies. The agency, in turn, should ensure timely proposals and updates for aligned work.
- **Agencies handle a portfolio of clients, meaning results may be delayed or affected by demands from other accounts**, depending on the volume and your adherence to deadlines.
- **The agency’s team, not directly employed by your company**, may take time to understand your business and its dynamics. It is your responsibility to share information with an external resource to convert them into your partner. If you have not organized and shared this information yet, you will need to dedicate time to the process, which may impact the agency’s work results.
- **Agencies have their own way of working, rhythms, and schemes**, and you will have to learn to delegate responsibilities and trust the abilities of an external resource, as you won’t have total control.

Types of Sales: 7. Consultative Sales

Consultative selling is a style of selling that focuses on building trust with the customer to understand their needs before recommending a specific product or service.

With consultative selling, sales reps focus on building a relationship with the buyer and leading the sale with how the offering will benefit the individual customer, instead of solely focusing on the features of the product to make the sale. Consultative Sales in Action: [Legacy Home Loans](#)

When shopping around for a mortgage lender, there are a lot of variables that can influence a home buyer's decision to choose one over the other. The truth is, those variables are cold, hard numbers.

Consultative sales works for mortgage lenders because they can bring a human aspect to the home loan process. Legacy Home Loans does exactly this, even measuring success "one smile at a time."



ADVANTAGES

- **Clearer understanding of client needs:** Consultative selling is a higher-level sales process where clients define their pain point, which is the unique problems that drive them to seek a solution.
- **Stronger connections with clients:** Understanding your clients' pain points can build trust between the prospective client and your company.
- **More effective sales processes:** With consultative selling, the prospective client slowly reveals what they want to purchase, which may give the key information necessary to close the deal.
- **Increased authenticity:** In consultative selling, you're focusing more on providing a solution for the prospect rather than simply selling a product, which may help you appear more authentic to prospective clients.

DISADVANTAGES

- **Not Asking the Right Questions :** Experienced sales professionals know asking thoughtful, thought-provoking, open-ended questions, those that require a deeper response than a yes or no answer, can help uncover their client's true needs.
- **Not Building Trust:** The old expression that trust is earned and not given can be a useful mantra for consultative sellers.
- **Being too Conversational:** In sales, it is always important to read your clients and understand their personalities.
- **Customer-Driven Conversation:** Smart salespeople know to let their clients speak. However, it is equally important not to let them drive the conversation.
- **Lack of Business Knowledge:** A key component of providing value is a seller's ability to know the client's business and their organization's place within their industry.
- **Listening for What You Want to Hear:** Another impediment to being an effective consultative seller is listening for what you want to hear.
- **Failure to Challenge the Client:** We all have stories where the customer either misunderstood his or her problem, didn't see the bigger picture, or was just flat out wrong. In consultative selling, it's important that the salesperson respectfully challenge the client

Types of Sales: 8. eCommerce Sales

Does your company sell products exclusively online? Is your customer able to research your product, determine whether they want to buy it, and make their purchase online all without needing to engage with someone from your company? If so, you're following an eCommerce or online sales model.

Though this type of selling is more hands-off than other types, it can work well for lean companies who can't staff a full sales department, or for companies who offer products that can be effectively sold through targeted digital marketing. eCommerce Sales in Action: Kissed By A Bee

This company provides herbal remedies and beauty products completely online. While it does provide live customer service, most of their marketing and sales efforts take place completely online.



ADVANTAGES

- **Reduced overhead costs** : Running an e-commerce store is a lot more cost-effective than running a physical store. You don't have to rent commercial real estate — instead, you can pay an affordable fee for web hosting. You don't have to invest in security for your commercial property, plus you don't have to worry about paying rent for a warehouse or hiring employees.
- **No need for a physical storefront**: There are so many difficult aspects to running a physical storefront and using e-commerce means you don't have to face most of those obstacles. Renting a commercial property can be expensive, especially if you're in a big city. You also have to pay for electricity, water, and internet to ensure your space is up to code and can handle your business.
- **Ability to reach a broader audience** :Perhaps the biggest advantage of e-commerce is the fact that it allows you to reach a massive audience.
- **Scalability**: The advantages and disadvantages of a business using e-commerce, scalability is one of the most practical advantages for long-term growth.
- **Track logistics** :Keeping track of logistics is an essential part of e-commerce and retail marketing, and it's significantly easier with e-commerce than it is with a physical storefront.

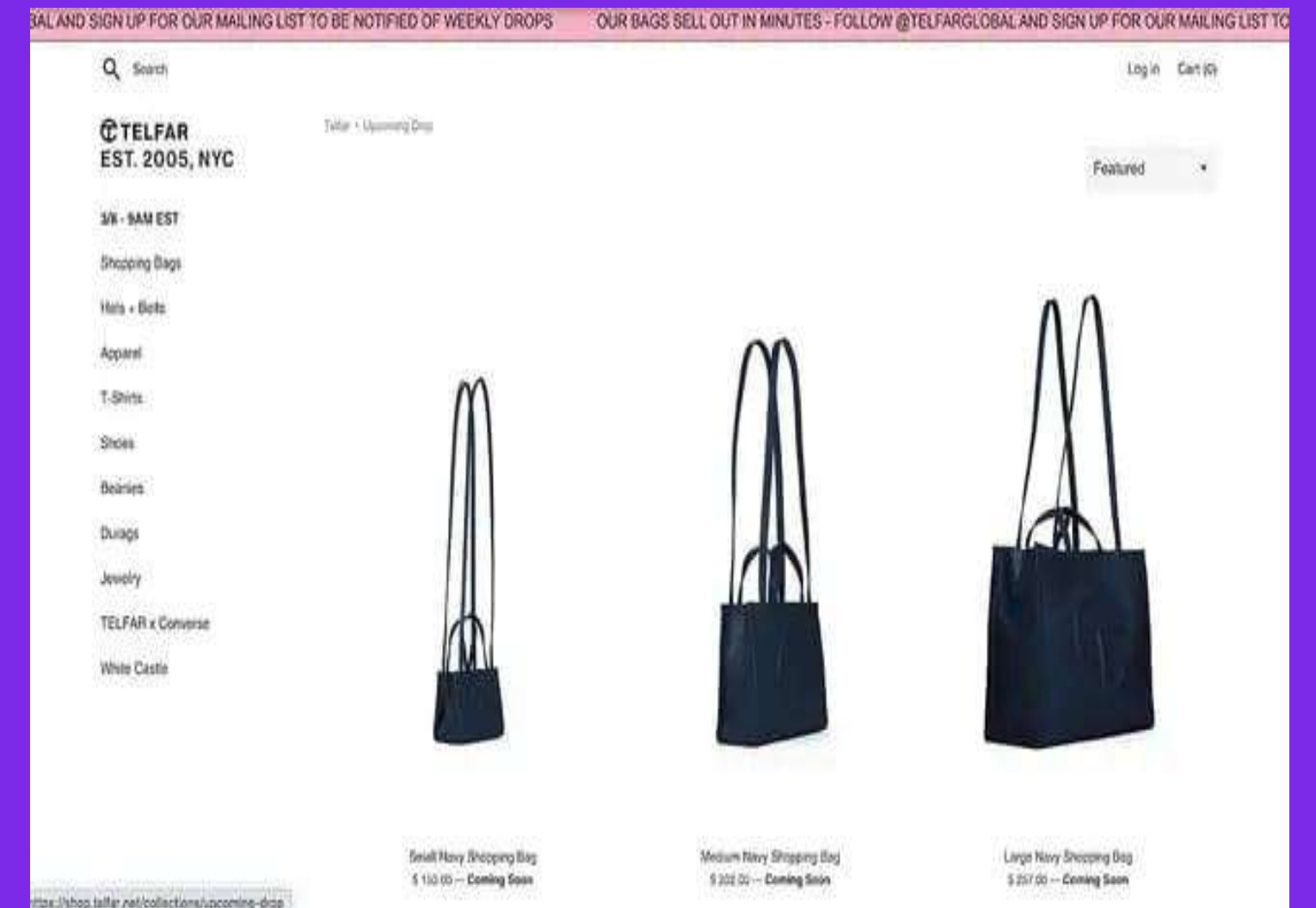
DISADVANTAGES

- **Potential security threats**: When you're doing business online, there's always the potential for security threats. Poor website security can allow unauthorized users to gain access to your website and look at sensitive data.
- **Competition**: There's a lot of competition in the world of e-commerce because it's so easy for anybody to create an online store. This is one of the biggest e-commerce disadvantages because it means you have to work extra hard to make sure you're promoting your store and driving traffic to your website
- **IT issues**: There are no tech issues that can keep you from accepting cash at a physical store, but IT issues can be a big problem for e-commerce websites. If your website suddenly crashes or you're having a problem with your payment processor, that downtime could potentially cost you money and customers.
- **Shipping logistics**: Running a physical storefront is simple because all you have to do is sell products to customers when they come in to shop.
- **Limited connection with customers**: You don't get a chance to connect with customers on a personal level when you're running an e-commerce store. Some people may prefer that, but you can't offer the same personal touch when you make a sale online.

Types of Sales: 9. Direct Sales

With a direct selling model, individuals are able to sell directly to consumers outside of a traditional retail environment. With this method, sellers conduct the sale one-on-one with their customers, often earning a commission. This form of selling is commonly used by network marketing representatives and real estate professionals. Direct Sales in Action: [Telfar](#)

Telfar is an international unisex fashion company founded in 2005. As a completely digital business, orders can only be placed online and are not sold in department stores like traditional fashion brands are. The company is known to sell out of its handbags and accessories in minutes which has created a popular second hand retail market for the brand's merchandise.



ADVANTAGES

- **More profit margin:** The first and foremost advantage is a high-profit margin for both parent companies and sellers. Many entrepreneurs adopted this method to earn high profits.
- **No expense of store maintenance:** It takes place in a non-retail environment. That means a seller is not required to set up a business store to sell his goods. A store is an expensive liability for a seller.
- **Personal contact with customers:** The seller has direct contact with his customers. There are various benefits of having direct contact with customers.
- **No advertising and marketing expenses:** The purpose of advertising and marketing is to make people aware of the existence of the product and make people know about the qualities of products.
- **Personalized approach for each customer:** The sellers meet customers individually. Because of this, they have an opportunity to pitch personalized sales pitch for their customers.
- **Visible customers' reaction:** A seller meets his customers face to face to sell products to them. The benefit of meeting customers face to face is that you can see their reactions on their faces and modify your sales pitch based on their reactions.
- **Product demonstration:** Another important benefit of another type of selling is that you can provide a demonstration of your products to your customers
- **Feedback directly from customers :**It means selling products to your customers.

DISADVANTAGES

Difficult to reach a wide audience: Like I mentioned before it means approaching each customer individually by going door to door or hosting in-house parties. Therefore, it is difficult for an individual to reach a wide audience.

Affects personal life: It requires too much time from a seller. When you have invested your money, you want to make sure that you don't lose your money. Therefore, you can't take vacations like other people in the business.

You will even need to work on your weekends because it's the only time people are free and can come to your business meetings or can sit with you and listen to you patiently when you go to their homes to sell your products.

Rejections :Nowadays, when there are so many ways to buy goods, people have become a little skeptical about buying from an individual coming to their doors. There are very few people who still prefer to buy from online sellers. Therefore, you are getting into the direct selling business to be ready to face a lot of rejections. Moreover, there is a negative image of direct sellers in the market.

Risk of failure :Like all other businesses, there is a risk of falling too. Therefore, never put your whole fortune at risk. Take small steps and see whether your business works out or not and expand your business day by day.

Types of Sales: 10. Account Based Sales

Businesses that have large enterprise accounts with several points of contact look to account based sales to serve these customers. Unlike business development sales, account based sales teams don't hand off their opportunities to a sales development rep to close.

Instead, the opportunity stays within the account based team to serve that customer from lead to opportunity and all the way through to customer success. The benefit of account based sales is that the sales team gets to build a relationship with the enterprise over a longer period of time which results in a higher LTV. Account Based Sales in Action: [PepsiCo](#)

Can you imagine how difficult it would be to buy your soda directly from the bottling warehouse? Like many other food and beverage companies, PepsiCo does business with retailers of all sizes, locations, and types to get its products to consumers.



ADVANTAGES

- **Higher conversion rates** - Since an account based selling approach targets high-value accounts, the conversion rates are higher when compared to other sales strategies.
- **Increased revenue** - Businesses can generate more revenue by targeting key accounts, as they have a higher potential for sales.
- **Improved customer retention** - Businesses can improve customer retention rates by building stronger customer relationships through personalized outreach and ABM engagement.
- **Better alignment with marketing** - Account based sales align well with marketing efforts, allowing for a more focused and targeted approach towards customer acquisition.

DISADVANTAGES

- **Resource Intensive** - you would want your content team to dedicate time to create content specific to the ABM target customer(s), paid-marketing team to create campaigns targeting these customers, email marketing team to run email campaigns targeting them and events team to go to events where these high ticket customers usually are present. This requires significant effort for a good amount of time.
- **Time-Consuming** - Like any other marketing ABM takes time more so when you are creating specific content and planning for individual clients or groups. This basically means every set of target customers would have a significant lead time for prep and then for actually running and nurturing these leads. Add lead time on conversation and the entire decision making process associated with enterprise clients.
- **Alignment Across The Board Is Necessary For A Successful ABM Campaign** -ABM by its definition requires in sync effort not only between marketing and sales but all the the teams within marketing including content, performance marketing and email to name a few.

LET'S PRACTICE!

Choose a sales method suitable for your business!

Calculate the number of advantages!

What are the advantages of this method for your business?

-
-
-

Calculate the number of disadvantages!

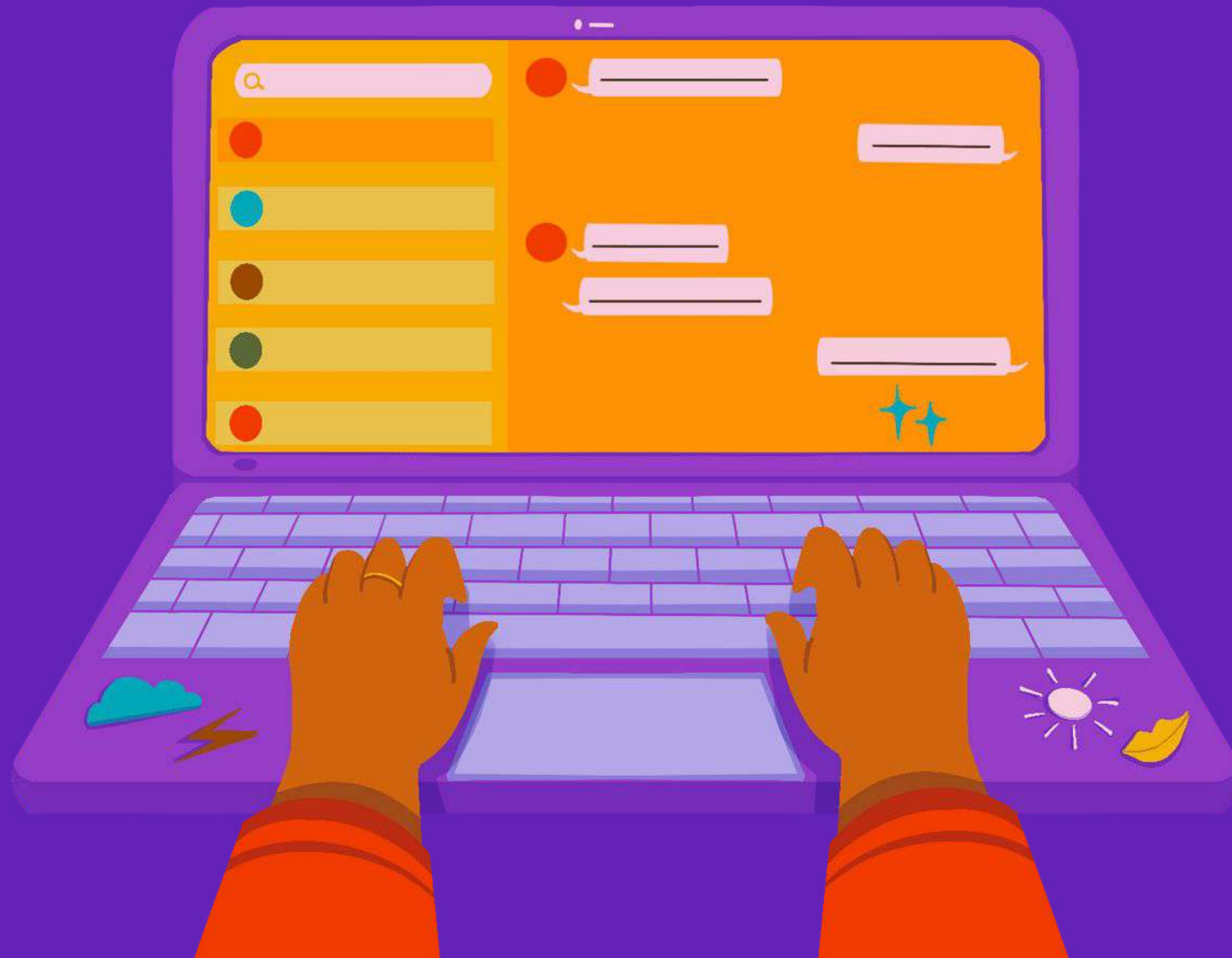
What are the disadvantages of this method for your business?

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Summary

Distribution Channels, marketing and sales personnel know how to use language and emotions to appeal to prospective customers in order to close deals. By identifying a person's emotional triggers and appealing to a personal need or desire, a salesperson can make the product or service seem like an absolute necessity.



ENT_YOUTH RESOURCES

- ✓ Guidelines of ENT_YOUTH
- ✓ SBPPO – ONLINE PLATFORM FOR YOUNG ENTREPRENEURS (<https://ent-youth.eu/>)
- ✓ NEW TOOLS for young entrepreneurs
- ✓ Mentoring and Coaching – guidance through ENT_YOUTH
- ✓ Extra materials and resources

**THANK
YOU!**

