



**WINNING
2021-22**

Types of Sales Channels

There are a myriad of ways in which we get our products to market and in front of our ideal customers.

Direct Channel

Indirect Channel

TYPES OF SALES



A group of people's hands are clasped together in a circle, symbolizing teamwork and trust. The image is overlaid with a semi-transparent orange filter. The text is centered over the hands.

HOW TO WIN TRUST OF ALL CHANNEL PARTNERS

WHAT IS TRUST BUILDING TOOLS

**Company's policy for
Distributors & Retailers**



TOOLS FOR INDIRECT CHANNEL PARTNERS

**RETAIL COVERAGE BY
FL/SA/DSM**

**RETAIL COVERAGE BY
READY STOCK VANS**

**FIELD ACTIVITY BY
FIELD VISITING TEAM
FARMER RELATIONSHIP**

Why Secondary Sales is IMPORTANT for company & Distributors

- ★ Popularity and brand equity of the company.**
- ★ Availability of stock with the distributors.**
- ★ Availability of credit and the effectiveness of trade promotions.**
- ★ Awareness of product knowledge and business potential to retailers.**
- ★ Visibility and availability of product on shelves.**

WHAT WILL HAPPEN IF DON'T HAVE RETAIL COVERAGE



Primary Sales



**Distributor's
Godown**



**Continuous
Good Primary
Sales**

**Sales by retail
coverage**

**Fast liquidation
(effective field
activity)**

So only a good secondary sales makes us the **BAHUBALI** of the market

- B- Best tread relationship**
- A- Availability of all product**
- H- High visibility of product/sku**
- U- Unique & specific knowledge of competition**
- B- Best use of POP**
- A- Activities as per market need**
- L- Leadership**
- I- Impressed customer /farmer base**

SALES



Retail coverage mechanism

- 1. Demarcation of Distributors sales geography**
- 2. Route selection**
- 3. Route mapping (retailers listing/classification & Royal club outlet selection)**
- 4. Route PJP**

IMPORTANCE OF A SALES CALL

A GOOD SALES CALL CAN GIVE US-

1. Break through of new product

2. Availability of full range of appropriate brands

3. Visibility

4. Shelf Space

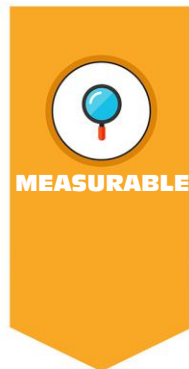
So We Should Always Make A Smart Call What Does That Mean

SMART GOALS

SMART



Well defined,
clear, and
unambiguous



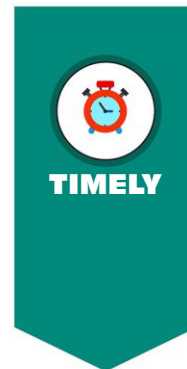
With specific criteria
that measure your
progress toward the
accomplishment of
the goal



Attainable and
not impossible to
achieve



Within reach,
realistic, and
relevant to your
business goals



With a clearly
defined timeline,
including a
starting date and
a target date.



Your Goal



Thank You

