

Generate sales growth from the variety in your sales channels.

Every sales partner has a unique combination of the geography they can serve, the range of products and services they supply and the scale and skills of their sales resources. Each partners' unique combination of geography served, products supplied, and sales style provides access to different opportunities.

Frank Lynn & Associates, Inc. (FL&A) describes this unique combination as the partner's 'Window.' We use the description because a Window gives a view of a particular landscape and reminds us that any specific view is only a part of the whole picture.

FL&A has researched and worked in a multitude of markets; we have seen how different types of end customers purchase from different types of channel partners. **When manufacturers are trying to reach a wider variety of end customers, they need to consider using a wider variety of channel partners, with a wider variety of Windows, to reach and sell to them.**

The most useful way of applying the Windows concept is to think in terms of your target customers and define your sales opportunity in terms of answers to questions that an end customer might ask:



Geography

- “How close does my supplier need to be, for me to feel safe buying from them and where they will be responsive to my needs?”
- “How far am I willing to travel to buy and/or how urgently do I need to buy?”

Sales Style

- “How much sales support (education and explanation) do I need to buy?”
- “How well does the supplier fit into my purchasing systems and/or can I make my purchasing easier and cheaper?”

Products/Services

- “What else do I want to buy from the same supplier?”
- “Can I buy more of what I need from a single supplier?”

FL&A assisted a marine equipment supplier to develop local supply through ship chandlers when its direct sales channels were ineffectively competing to win local unplanned business with local opportunities.

FL&A advised a leading building supplies company to develop value-added sales channels when the new products required technical sales, these sales skills that were not available from existing wholesalers.

If you believe that partner Windows are important to your organization and the sales growth you are seeking, then FL&A can help. Feel free to contact Stephen Martin at smartin@franklynn.com for further discussion.