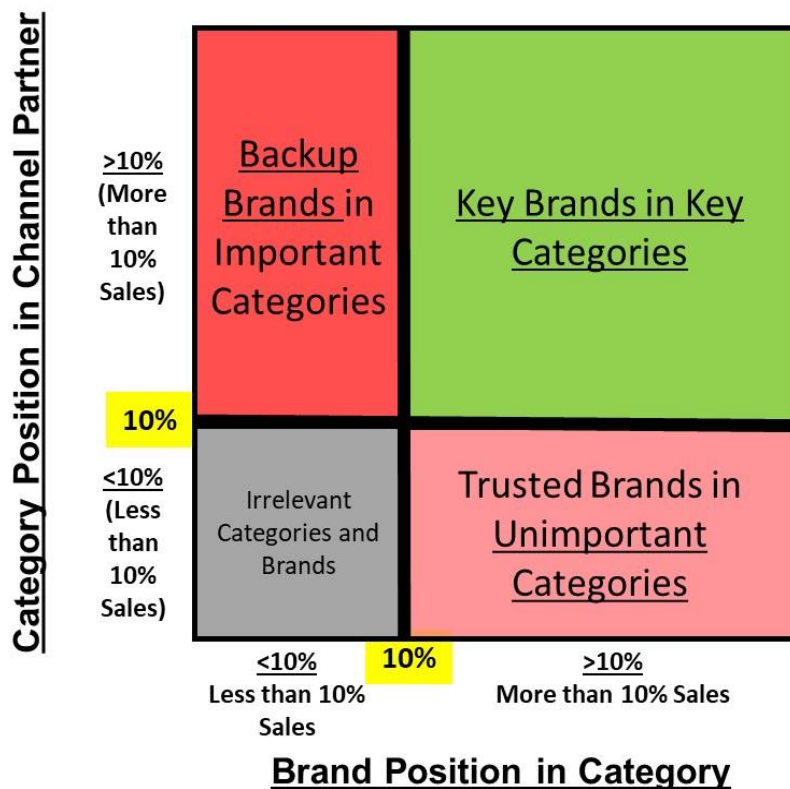


## Your 10%+ Mindshare is More Relevant Than the \$ Value

Manufacturers chase sales and so they tend to focus on sales value. When selling through channel partners, bigger partners get more attention. Channel partners do the same with their portfolio of categories and brands.

Channel partners carry several categories of products and often multiple brands within those product categories. Less important categories and less important brands get less attention and less sales support. Relative importance matters.

Frank Lynn & Associates has found that the critical threshold is 10%. If your category of products represents less than 10% of a channel partner's sales, then that category is not a strategic focus for it. If your brand sales are less than 10% of the channel partner's sales in a category, then the channel partner will focus on the other brands in the category.



Channel mindshare defines the degree to which channel partners will proactively market, sell and/or support a company's products and/or services.

There are four positions your brand can occupy within the channel partner's business:

1. Key Brand
2. Backup Brand
3. Trusted (but unimportant) Brand
4. Irrelevant Brand

Manufacturers that are not a Key Brand can expect little partner support and will find that their products are "brought rather than actively sold."

Brand positions do not change quickly, so position within your channel partner's business determines the current level of attention your brand gets. Frank Lynn & Associates can help you choose partners that will support your sales growth objectives.

*FL&A helped a projection technology company increase its sales through distributors. The company's largest distributor was less attractive than one of its smaller distributors because the projector category was a Key Brand for the smaller distributor. Therefore, the small distributor invested more sales effort selling the company's products than the larger one.*

*FL&A advised a leading food ingredient company to recruit specialist sales channels because its generalist channel partners only carried a small category of its specialist products and they did not have the expertise to sell them.*

If you believe that channel partner Mindshare is 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](mailto:smartin@franklynn.com) for further discussion.