


10 Steps to Grow Your Business Step 6: Develop New Channels

On Demand

Seminars 

with...**the Sloan Brothers**
Co-Founders and Head Coaches of
StartupNation



Jeff

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Sloan Brothers

On Demand Step 6: Develop New Channels

Seminars

Seminar Overview:

There's a slew of ways to get what you sell in front of customers. These are called "channels," and in this Step we break down channels you may want to consider to grow your business.

In this seminar you will learn about:

- Tapping the Web
- Creating a catalog
- Using reps
- Going global
- Adding wholesale
- Adding brick-and-mortar
- Developing new locations
- The franchising route



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Step 6: Develop New Channels

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Tap the Web

70% of adults use the Web. You should use it to reach them!

- Messaging
- Transactions
- Selling at the speed of thought
- Downloads and functionality
- Tracking/Analysis



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Tap the Web

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Create a Catalog

Catalogs seem so “yesterday”! But have you noticed you’re receiving more of them in the mail than ever? It’s because they work.

- Great information, great branding, and product presentation
- Call to action to drive people to the phone or Web
- Long shelf-life – stays in sight and in mind



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Create a Catalog

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Work with Reps

We'll get into this in greater detail in **Step 10**, which focuses on Sales, but Reps can be a turn-key way for you to hit accounts and channels you can't tap with internal resources.

- Use them if your product is already selling – they like to take orders
- Use them to open doors you can't even knock on



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Work with Reps

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Go Global

With all of the systems, resources and communications methods available today, going global is easier than ever.

- Ally with in-market experts
- Ensure your intellectual property is protected
- Be ready to adapt your offering to the market in terms of language, packaging, pricing



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Go Global

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Add Wholesale

If you're currently in the retail space, and you find yourself getting big enough, you may want to sell at (or near) wholesale to other retailers.

- Large lots
- eBay
- Leftovers – keep the inventory moving



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Add Wholesale

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Brick and Mortar

Go old school - consider adding a brick and mortar presence to build your business opportunity.

- If you've got momentum in catalogs or online, you might be able to leverage that into a physical location



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Brick and Mortar

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Adding Additional Locations

If you're already "old school," think about adding a second location.

- Choose a location that doesn't poach from your current one
- Choose a location you can easily get to – shuttling between the old and new can wear on you
- Be sure you've got the superstar manager



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Adding Additional Locations

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Consider Franchising

If your current location is in a groove, you might want to replicate that by franchising.

- Is your business the kind that lends itself to the franchise model?
- Do you feel like you've got the model perfected?
- You become more of a manager of entrepreneurs than a manager of the business you've been operating so far



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Consider Franchising

On Demand **To grow your dream business**

Seminars

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