

# Describe How You Will Sell Your Products and Services

**D**etermine which sales activities will best reach your customers. The methods you choose will be determined in part by your product, by your customer and by the methods used by your competitors. This step leads to writing the Sales and Distribution Element in the Operations Section of your business plan.

## Step 40

<b>MUST HAVE</b>
RECOMMENDED
NICE TO HAVE

### Example: Sales and Distribution

**The main objective of Macrolink's marketing strategy is to get distribution.** During the first three years of business, the owner will self-distribute the books and digital products as well as promoting and selling through the shopping cart at the Trafford Publishing website. Trafford will do some marketing of the book via the Internet, as well as publishing the books on demand – this will eliminate the need to publish or stock large inventories of books until orders are in place.

Once the Macrolink website is established the owner will approach bookstores, economic development agencies, associations and organizations in the economic development field. Boudreau will actively promote himself as a speaker and facilitator at strategic conferences – for example, Western Canadian Community Futures Development Corporations will schedule a training session during spring 2006.

**Macrolink will sell its products and services through the following methods:**

- Digital and hard copy products via a website shopping cart at [www.riskbuster.com](http://www.riskbuster.com).
- Books sold by Trafford Publishing through its website bookstore at [www.trafford.com](http://www.trafford.com).
- Facilitator manuals and business planning products sold directly to trainers.
- Facilitators will receive a discount on hard copy and digital learner materials.
- Boudreau will sell products directly to book stores, retailers and distributors.
- Co-op promotion agreements established with software and business development organizations.
- Boudreau will offer affordable three-hour seminars to generate book and CD sales.
- Boudreau will sell books and CDs at trade shows.

Boudreau will be the salesperson for the first three years of the business.

*Tip: This Element is probably best as text or a bulleted list.*

### Task List

To complete this Element you will need to complete your analysis of the various competitors and then:

1. Identify which sales methods are being used most successfully by the competition.
2. Determine the industry standard for getting products and services to the customers.
3. Choose which sales methods will best work for you, with careful consideration to the amount of available time, energy and money.