



ENTREENGAGE!

SALES CHANNEL AUDIT & STRATEGIC PLAN

BUSINESS NAME:

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SALES CHANNEL AUDIT



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ENTREENGAGE.COM

Welcome!

Welcome to our Sales Channel Audit.

We are a community for founders, business owners, and entrepreneurs to connect, learn, and grow their businesses through peer-to-peer mentorship at <https://entreengage.org>. It is so important to understand what sales channels are working for you and which ones are not, as well as where else you can sell. This audit will give you insight into how well your sales channels are performing for you.

Therefore, the process is as follows:

- Conduct an Audit of your current sales channels.
- Create a Strategic Plan to fix poor performing sales channels
- Create an Action Plan to fix poor performing sales channels.
- Create a Strategic Plan to add new sales channels
- Create an Action Plan to add new sales channels.

We can serve as your marketing consultant and coach, so we can personally mentor you through your business' marketing strategy with our consultations.

Just inquire at connect@EntreEngage.com or see our Contact Us page on our website.

Get more marketing advice and ideas on connect@EntreEngage.com.

Wishing you great success with your business!

Barry
EntreEngage

SALES CHANNEL AUDIT

OVERALL REVENUE LAST 12 MONTHS: \$				
PLACES CURRENTLY SELLING	REVENUE LAST 12 MONTHS	% OF OVERALL REVENUE	TOTAL SELLING FEES	FEES AS % OF REVENUE
TOTALS	\$		\$	

SALES CHANNEL PERFORMANCE			
PLACES CURRENTLY SELLING	HAPPY WITH SALES HERE?	HAPPY SELLING HERE?	WANT TO CONTINUE SELLING HERE?



SALES CHANNEL GOALS

CURRENT # SALES CHANNELS	DESIRED # SALES CHANNELS	+ / -
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Do you plan to add new sales channels & if so, which ones?

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Do you plan to drop ineffective channels & if so, which ones?

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Do you plan to drop costly channels & if so, which ones?

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How do you plan to reduce sales channel costs?

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Do you plan to find new places to sell, if so which ones?

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Do you want to sell in as many channels as possible or only a few?

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Which sales channels have you spent little time focused on?

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Have you considered all local, national & international channels?

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SALES CHANNEL STRATEGIC PLAN

POSSIBLE REASONS SALES CHANNEL IS INEFFECTIVE

- Not Getting Visibility
- Too Much Competition
- Saturated Market
- Unreliable
- Poor User Experience
- Lack of Trust or Credibility
- Hidden Charges
- Won't Let Me Sell What I Want
- Not Targeting Right Customer
- Selling Fees Are Too High
- Complex Checkout Process
- Just Not Profitable

WEAK SALES CHANNEL #1:

LIKELY REASONS FOR POOR SALES	HOW TO FIX
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WEAK SALES CHANNEL #2:

LIKELY REASONS FOR POOR SALES	HOW TO FIX
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.....
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WEAK SALES CHANNEL #3:

LIKELY REASONS FOR POOR SALES	HOW TO FIX
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.....
.....

WEAK SALES CHANNEL #4:

LIKELY REASONS FOR POOR SALES	HOW TO FIX
.....
.....
.....



NEW SALES CHANNEL STRATEGIC PLAN

POSSIBLE NEW SALES CHANNELS

- Brick and Mortar / Retail Store
- Ecommerce: Shopify, Big Commerce, Wix, etc.
- Digital Sites: Gumroad, Sellfy, etc.
- Selling Apps
- Social Media: Instagram, Facebook Marketplace, etc.
- Mobile Units, Kiosks
- Pop Up / Temporary Shops
- Online Marketplaces: Etsy, Amazon, etc.
- Online Retailers: Walmart, Target, Wayfair, etc.
- Print on Demand Sites: Zazzle, Society6, etc.
- Wholesale / Distributors
- Drop Shipping
- Sales Representatives
- In-Person: Farmer's Markets / Craft Shows

NEW SALES CHANNEL:	COST TO SELL HERE:
WHAT'S REQUIRED TO SELL HERE:	
NEW SALES CHANNEL:	COST TO SELL HERE:
WHAT'S REQUIRED TO SELL HERE:	
NEW SALES CHANNEL:	COST TO SELL HERE:
WHAT'S REQUIRED TO SELL HERE:	
NEW SALES CHANNEL:	COST TO SELL HERE:
WHAT'S REQUIRED TO SELL HERE:	



SALES CHANNEL ACTION PLAN

SALES CHANNELS TO ADD	SALES CHANNELS TO FIX	SALES CHANNELS TO DROP

TASK	DEADLINE	✓



SALES CHANNEL TRACKER

MONTH:		YEAR:			TOTAL SALES FOR THE MONTH: \$		
MONTH	GROSS SALES CHANNEL #1:	GROSS SALES CHANNEL #2:	GROSS SALES CHANNEL #3:	GROSS SALES CHANNEL #4:	GROSS SALES CHANNEL #5:	GROSS SALES CHANNEL #6:	TOTAL GROSS SALES
TOTAL	\$	\$	\$	\$	\$	\$	\$
% OVERALL SALES							
TOTAL FEES							
NET REVENUES*							

*=TOTAL GROSS SALES - TOTAL FEES



BONUS MATERIAL: WHERE TO SELL ONLINE

E-COMMERCE PROVIDERS		
<input type="radio"/> 3D Cart	<input type="radio"/> Big Cartel	<input type="radio"/> Big Commerce
<input type="radio"/> Shopify	<input type="radio"/> Square	<input type="radio"/> Volusion
<input type="radio"/> Weebly	<input type="radio"/> Wix	<input type="radio"/> WooCommerce

MARKETPLACE SELLING SITES		
<input type="radio"/> Amazon	<input type="radio"/> Amazon Handmade	<input type="radio"/> Brika
<input type="radio"/> Etsy	<input type="radio"/> Facebook / Instagram Shops	<input type="radio"/> Houzz
<input type="radio"/> iCraft	<input type="radio"/>	<input type="radio"/> Minted
<input type="radio"/> New Egg	<input type="radio"/> Pixie Market	<input type="radio"/> Poketo
<input type="radio"/> Shoptiques	<input type="radio"/> Storeenvy	<input type="radio"/> Sundance Catalog
<input type="radio"/> Target+ Marketplace	<input type="radio"/> The Grommet	<input type="radio"/> Uncommon Goods
<input type="radio"/> Walmart Marketplace	<input type="radio"/> Wayfair	<input type="radio"/> Wrapables
<input type="radio"/> Zulily		

SECOND HAND SELLING SITES		
<input type="radio"/> ASOS Marketplace	<input type="radio"/> Carousell	<input type="radio"/> Depop
<input type="radio"/> Ebay	<input type="radio"/> Facebook Marketplace	<input type="radio"/> Good Fair
	<input type="radio"/> Mercari	<input type="radio"/> Poshmark
<input type="radio"/> Real Real	<input type="radio"/> ThredUp	<input type="radio"/> Tradesy
<input type="radio"/> Vinted		

PRINT ON DEMAND SELLING SITES		
<input type="radio"/> CafePress	<input type="radio"/> Canva	<input type="radio"/> Creative Market
<input type="radio"/> Kite.ly	<input type="radio"/> Merch by Amazon	<input type="radio"/> Printful
<input type="radio"/> Printify	<input type="radio"/> Red Bubble	<input type="radio"/> Threadless
<input type="radio"/> Society6	<input type="radio"/> Spoonflower	<input type="radio"/> Zazzle

DIGITAL SELLING SITES			
<input type="radio"/> Gumroad	<input type="radio"/> PayHip	<input type="radio"/> Selffy	<input type="radio"/> SendOwl



BONUS MATERIAL: OTHER ONLINE SELLING SITES

DROP SHIPPERS		
<input type="radio"/> AliExpress	<input type="radio"/> Doba	<input type="radio"/> Dropshipper.com
<input type="radio"/> Inventory Source	<input type="radio"/> MegaGoods	<input type="radio"/> Oberlo
<input type="radio"/> National Dropshippers	<input type="radio"/> SaleHoo	<input type="radio"/> Spocket
<input type="radio"/> Sunrise Wholesale	<input type="radio"/> via Amazon	<input type="radio"/> Wholesale 2B
<input type="radio"/> Wholesale Central	<input type="radio"/> Worldwide Brands	

WHOLESALEERS		
<input type="radio"/> Alibaba	<input type="radio"/> DH Gate	<input type="radio"/> Faire
<input type="radio"/> JDS Gifts	<input type="radio"/> Kole Imports	<input type="radio"/> Liquidation
<input type="radio"/> Orange Shine	<input type="radio"/> Worldwide Brands	

PRIVATE LABELS		
<input type="radio"/> Al Tablecloth	<input type="radio"/> AEEmpire	<input type="radio"/> Alanic
<input type="radio"/> Apliq	<input type="radio"/> Bambini	<input type="radio"/> BBSTrend
<input type="radio"/> By Paige	<input type="radio"/> Canggu & Co	<input type="radio"/> Casting House
<input type="radio"/> Colored Organics	<input type="radio"/> Crafting Beauty	<input type="radio"/> Design Imports
<input type="radio"/> Econic Apparel	<input type="radio"/> Galison	<input type="radio"/> Gym Leggings
<input type="radio"/> Hawthorn	<input type="radio"/> Just Vision It	<input type="radio"/> Mana Cosmetics
<input type="radio"/> Mooseberry	<input type="radio"/> Natural Skincare	<input type="radio"/> Nature Design Crafts
<input type="radio"/> Netraco	<input type="radio"/> Oro Alexander	<input type="radio"/> Pom Boutique
<input type="radio"/> Radical Cosmetics	<input type="radio"/> Royal Apparel	<input type="radio"/> Shop Frolick
<input type="radio"/> Shopcbstudio	<input type="radio"/> Six Label	<input type="radio"/> Thomas Net
<input type="radio"/> Under the Nile	<input type="radio"/> Vitelle Lab	<input type="radio"/> Welburn Candles
<input type="radio"/> Wrappily	<input type="radio"/> Zodax	

COURSE PLATFORMS		
<input type="radio"/> Academy of Mine		<input type="radio"/> Kajabi
<input type="radio"/> Learn Dash	<input type="radio"/> Podia	<input type="radio"/> Ruzuku
<input type="radio"/> Skillshare	<input type="radio"/> Teachery	<input type="radio"/> Teachable
<input type="radio"/> Thinkific	<input type="radio"/> Udemy	<input type="radio"/> WizIQ



THANK YOU



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