

Five Strategies To Avoid Channel Conflict As You Grow D2C Sales



1. Collaboration



2. Relationships



3. Price Leadership



4. Differentiation



5. Avoidance

1. Collaboration



Working with retailers & dealers to create D2C purchasing opportunities.

For instance, by:

- Providing the option to buy through retailers.
- Highlighting retailer exclusive models.
- Taking orders directly but fulfilling them through retailers/dealers.
- Offering “click and collect” at retailers for “extended product lines”.

RX9-2-4ANM
RX9.2 BAGLESS ROBOT VACUUM CLEANER WITH CAMERA AND LASER
Product details ▾

★★★★★ 4.8 (27)

In stock £729.99
Incl. VAT

[Add to basket](#)

Klarna. Make 3 payments of £243.33. No fees. [Learn more](#)

Buy from AEG and get

Small Appliance Delivery	FREE >
14 Days Free Returns	FREE >
Peace of mind included	>

Available from:

[Find a Retailer](#)

2. Relationships

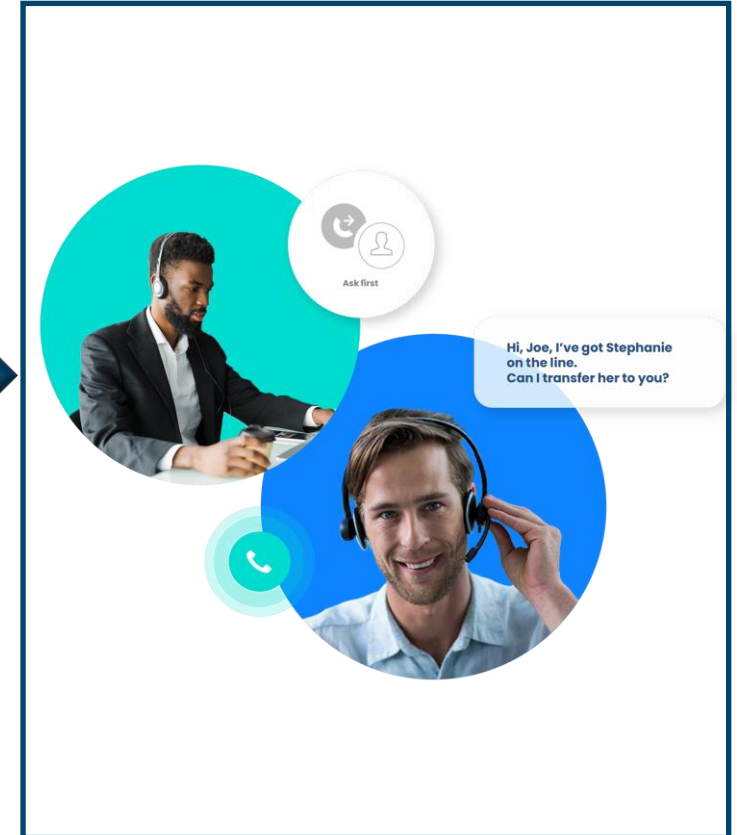


Keeping open communication channels with trade and retail partners ensures you manage issues as and when they arise.

Internal organisation relationships are also vital and internal silos must be avoided.

Above all, it's a mistake to allow B2B and D2C teams to compete for resources and recognition.

Instead have them work together to increase overall sales and actively manage the D2C mix.



3. Price and Service Leadership



Price is often what retailers compete on. Manufacturers must simultaneously monitor consumer pricing for their brands and ensure that they are not undercutting retailers.

Competing on value drivers such as better service levels, a wider range of products, better pre-sale or post-sale support **allows you to sell at a higher prices.**

Retail partners will recognise the brand value that this creates and the halo effect this can also have on them.



4. Differentiation



Creating differentiated products or additional services that dealers or retailer partners can't or won't offer enables manufacturers to leverage their unique capabilities and extend consumer choice.

Examples of successful differentiation strategies:

- New products that retailers won't list.
- Discontinued products (many brands have "outlets" or "clearance stores").
- Bundled products sold at higher prices - e.g. product plus optional accessory or product plus support package.

SPECIAL OFFERS
6 months Instant Ink and 1 year extra warranty
[LEARN MORE](#)

HP DeskJet 2720e All-in-One HP+ enabled Wireless Colour Printer with 6 months of Instant Ink

£54.10
VAT incl.

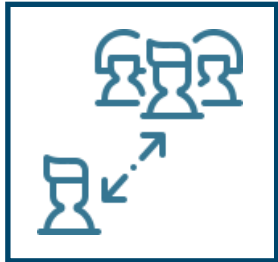
Pay in 3 interest-free payments on eligible purchases. [Learn more](#)

- Print, copy, scan
- Colour
- 10 x 15 cm; A4; Envelopes
- Print speed up to 7.5 ppm (black) and 5.5 ppm (colour)
- Wireless; HP Instant Ink eligible; Print from phone or tablet; Scan to PDF
- For teams up to 3 users; Prints up to 100 pages/month

[ADD TO BASKET](#)

IN STOCK Delivery within 3 working days

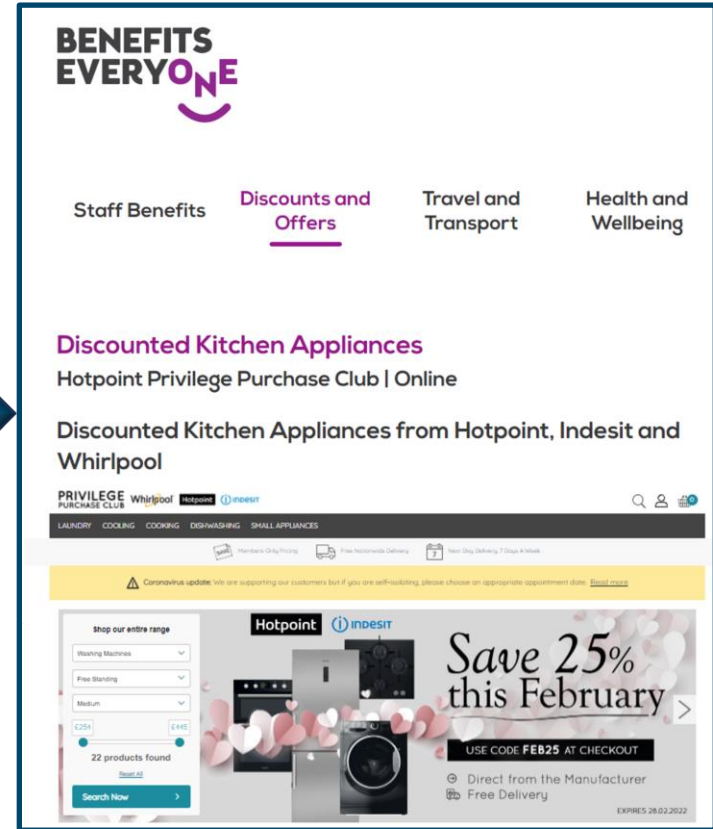
5. Avoidance



Selling directly to consumers in non-retail channels avoids the risk of direct competition with retailers.

Examples include;

- Employee benefit schemes.
- Warranty or insurance product replacement.
- Telephone sales in aftermarkets.
- Online sales in aftermarkets.
- Face to face sales in conjunction with a service visit.



BENEFITS EVERYONE

Staff Benefits Discounts and Offers Travel and Transport Health and Wellbeing

Discounted Kitchen Appliances
Hotpoint Privilege Purchase Club | Online

Discounted Kitchen Appliances from Hotpoint, Indesit and Whirlpool

PRIVILEGE PURCHASE CLUB | Whirlpool | Hotpoint | Indesit

LAUNDRY COOLING COOKING DISHWASHING SMALL APPLIANCES

Members Only Pricing Free Homezone Delivery Next Day Delivery, 7 Days A Week

Coronavirus update: We are supporting our customers but if you are self-isolating, please choose an appropriate appointment date. [Read more](#)

Shop our entire range

Washing Machines Free Standing Medium £251 £145

22 products found

Search Now

Hotpoint | Indesit

Save 25% this February

USE CODE FEB25 AT CHECKOUT

Direct from the Manufacturer Free Delivery

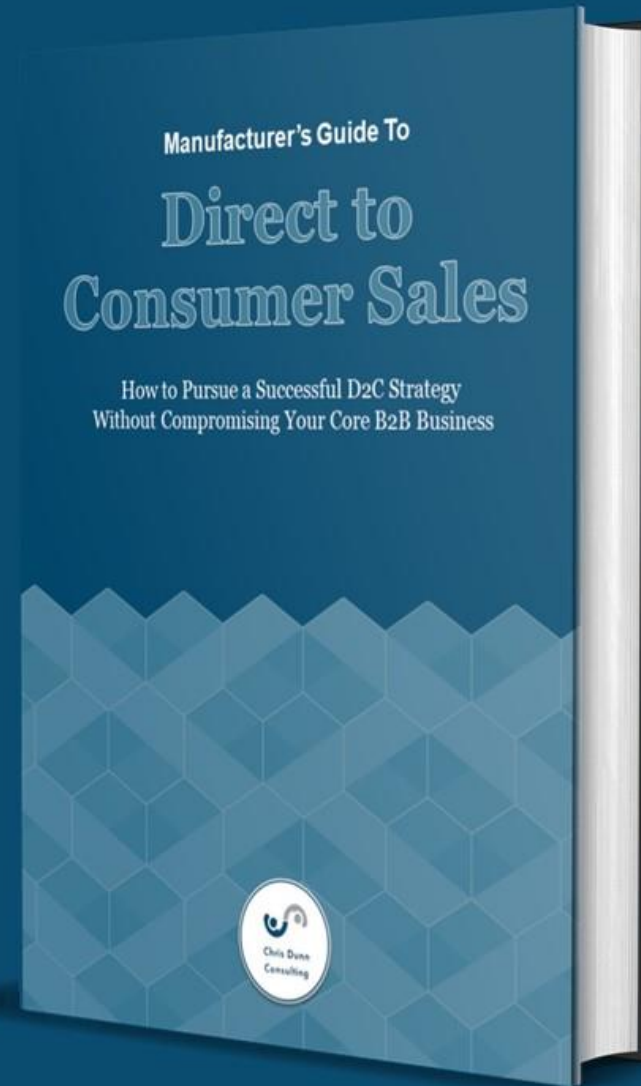
EXPIRES 28.02.2022

Download your **FREE GUIDE** to direct to consumer sales

Discover:

- 1 The key benefits of D2C
- 2 If D2C is right for your business
- 3 How to conduct a cost-benefit analysis
- 4 Different ways to sell and fulfil orders
- 5 How to manage channel conflict

*Plus, you'll get 4 examples of
manufacturers with great D2C strategies*



<https://www.chrisdunnconsulting.co.uk/free-guide-direct-to-consumer-sales>