

Customer Channels

Session 4 | August 1, 2022



MANDELA
WASHINGTON
FELLOWSHIP
FOR YOUNG AFRICAN LEADERS



The Mandela Washington Fellowship is a program of the U.S. Department of State with funding provided by the U.S. Government and administered by IREX.

For more information about the Mandela Washington Fellowship for Young African Leaders, please visit the Fellowship's website at www.mandelawashingtonfellowship.org.



MANDELA
WASHINGTON
FELLOWSHIP
FOR YOUNG AFRICAN LEADERS





Student Updates

In 60 seconds, tell us:

- How many people you talked to since last class?
- Have you changed your Business Model Canvas?
- What do you plan to do before our next class?



MANDELA
WASHINGTON
FELLOWSHIP

FOR YOUNG AFRICAN LEADERS

Questions?



MANDELA
WASHINGTON
FELLOWSHIP

FOR YOUNG AFRICAN LEADERS

Customer Channels

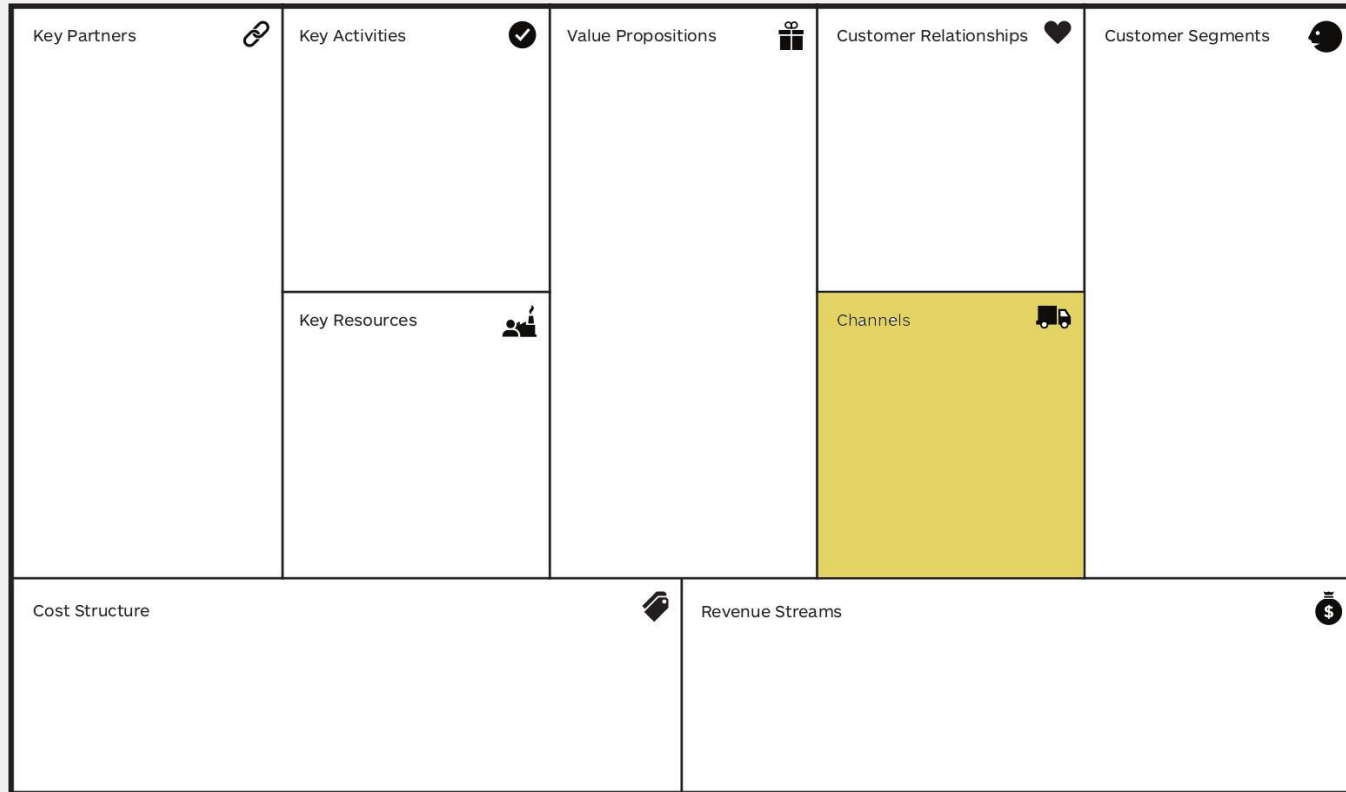
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

What are channels?

- Channels are the ways your product or service reaches your customer segments.
- Product types: **Physical** and **Virtual**
- Channel types: **Direct**, **Indirect**, and **Hybrid**

Different Types of Channels

- OEM
- Retailers
- Value-Added Reseller
- Distributor
- Web Sites and eCommerce
- Direct Sales
- Aggregators

Channel Test

- What is the best way to meet my customer's needs?
- Pick from the list on the last slide **based on how you interface with your customers** and the **type of products you sell**.

Direct vs. Distributor Sales

Direct Sales

- They are employees
- Risky if hired too fast
- Loyalty to you

Distributor Sales

- Not your direct employees
- Risky if better competitors emerge in your space
- Loyalty is to the customer, not you

Customer Channels as Customer Discovery

Make customer channels part of your customer discovery!

- How do you buy products like ours?
 - Direct, distributor, online, retail?
- How do you learn about new or improved products?
- What is the deciding factor in using that channel?



Activity

- Find a partner and discuss:
 1. Your product type
 2. What channel(s) you are going to use in order to sell your product?
 3. Are you going to sell directly or through a distributor? Why?

[5 minutes]



Homework

- Continue customer discovery interviews
- Begin to fill out Customer Channels box on BMC
- Be prepared to give update on customer discovery and your learnings