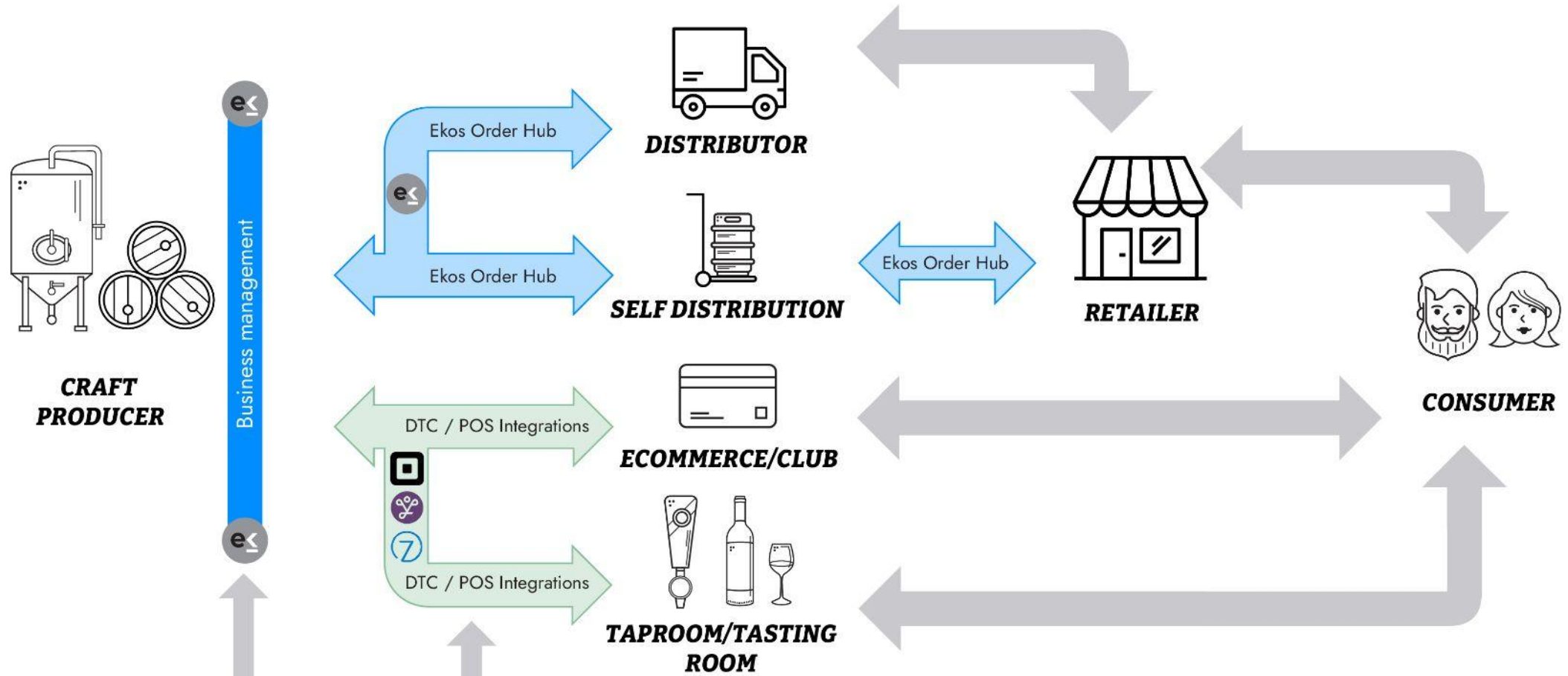


Mastering Your Sales Channels: Tips for DTC & Distribution Sales

Josh McKinney, CEO of Ekos
September 16, 2021



The Complexity of Alcohol Sales



- Blue** Core Ekos Software
- Lt. Blue** Ekos Order Hub Sales Channels
- Green** Integrations



Download the Guide

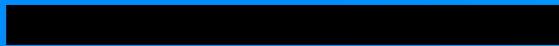
The Ultimate Sales Guide for Independent Alcohol Producers

Mastering Your Distribution Channels



goekos.com/resource-library

Taproom



Marketing the Taproom

- What's your brand identity?
- Who is your ideal customer?
- What is the experience you want to create?
- How do you fit in (or stand out) in your local brewery community?

Core Marketing Tactics

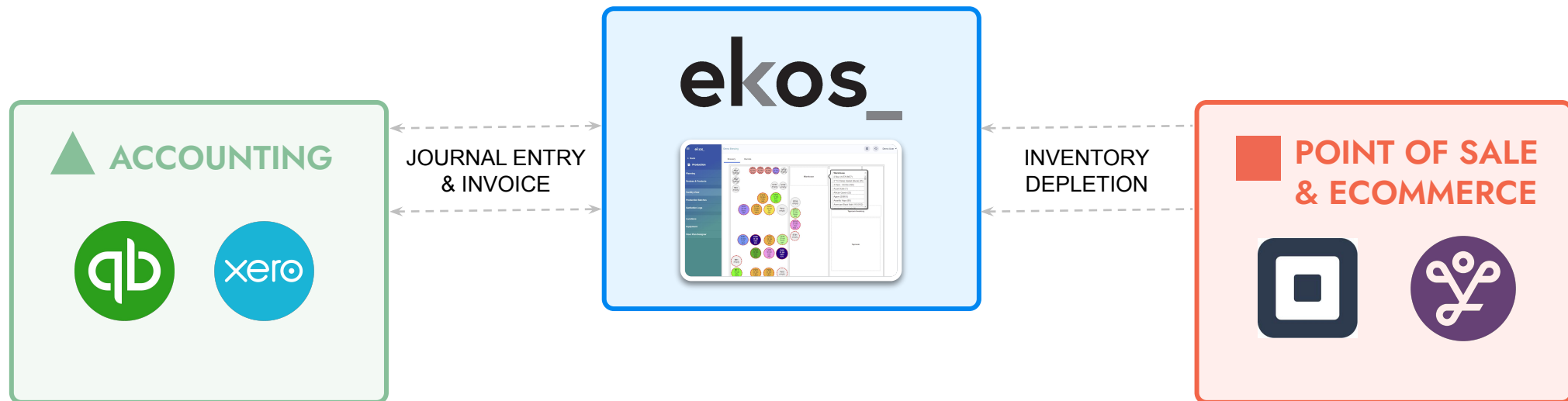
- Website
 - Basic info (hours, location, contact info)
 - Tell your story
- Email
 - Newsletter to keep up with customers
- Social media
 - Promote new releases & events
 - Show off your personality



Operations & Technology

Track activities in real-time with a connected tech stack:

- Modern & user-friendly POS system
- Inventory & production management software
- Accounting software



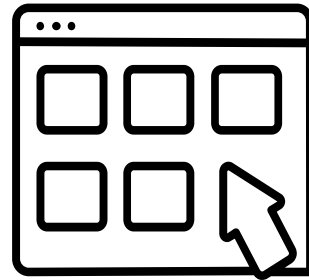
Ecommerce & Club



Why Ecommerce?



233%
year-over-year
growth in online
beer sales



In 2020, the food &
beverage industry
became the largest
online CPG segment for
the first time ever



4 in 5 craft beer
drinkers would be more
willing to try new brands
if they could purchase
via DTC shipping

How to be Successful with Ecomm

- Collect customer data when they are IN the taproom
 - Then, target them with messages about new products, offers and events so your brand is top-of-mind
- Create an ecommerce program that adds value
 - Don't just capture their email
 - Example: Find out their favorite beer so you can send an email when it's available

Subscription & Club Programs

- Traditional clubs
 - Pre-set number of products sent at set intervals
 - Based on the traditional “wine club” model where customers signed up in the tasting room (often, not available online)
- Customizable clubs
 - Similar to traditional club, but with the ability to change which products to receive & the amount
 - Often utilizes an online portal
- Subscriptions
 - More modern, digital option that is managed by the customer
 - Choose which products to receive & when



Self- Distribution



Insert subtitle here

Why Self-Distribution?

Pros

- Higher margins on each sale
- Control over sales tactics & processes
- Direct feedback on what's selling & what customers are saying

Cons

- Higher upfront investment in labor, equipment, and warehouse space
- Many states prohibit self-distribution

Building Your Sales Team

- Hire an experienced sales leader to develop strategy and oversee sales reps
- Nail down your sales goals and work backwards to figure out how many reps you need
- Bring in an outside expert (CPA or consultant) to build an expansion strategy and make accurate projections

Pricing Strategy

- 01** Examine the market
- 02** Track your costs & sales
- 03** Make adjustments as needed

Wholesale Distribution



Why Wholesale Distribution?

Pros

- Access to distributor connections and relationships
- Ability to focus on running your business vs. building a sales team
- Easier and faster growth

Cons

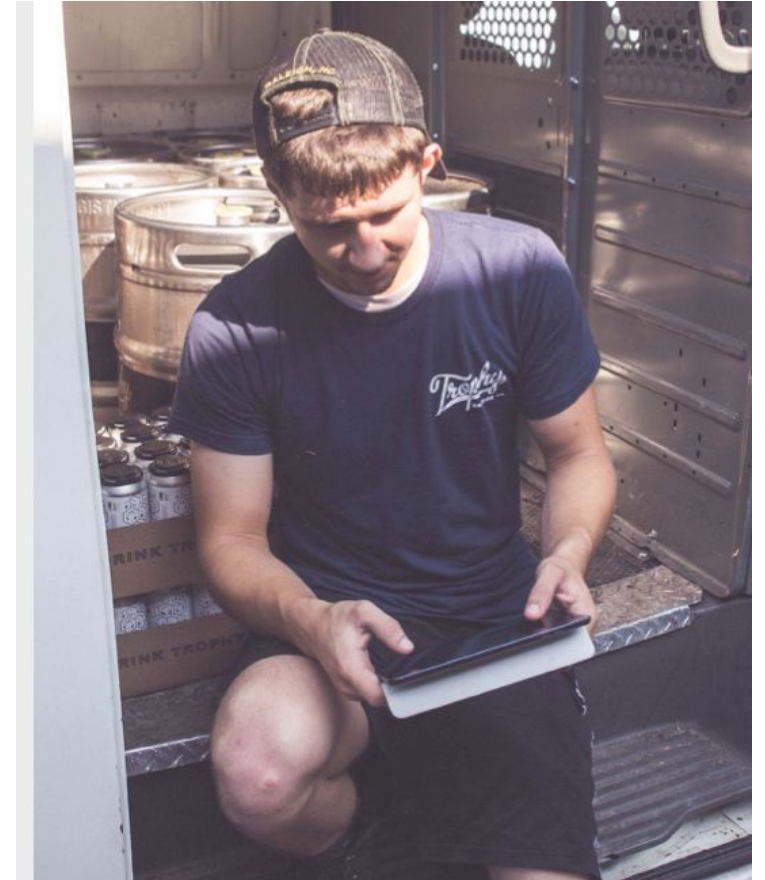
- Lower profit margins on each sale
- Less control over which products are sold and how they are marketed
- Less dedicated focus on your brand

Distributor Relationships

- Do your research — don't accept the first offer that comes your way
- Know your costs so you can accurately evaluate options
- Set distributors up for success with marketing & sales materials to push your products

Manage Sales Orders

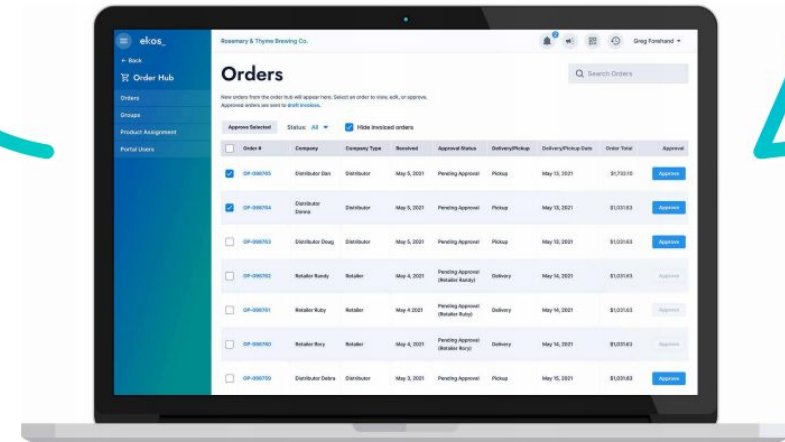
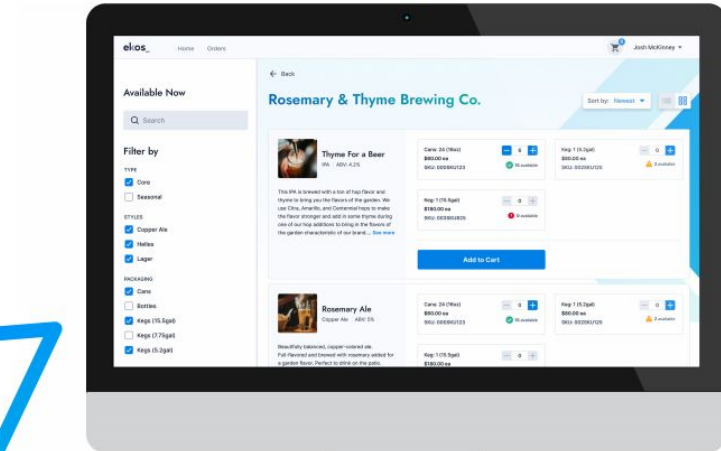
- With wholesale or self-distribution, you may have dozens of sales orders to collect, input and manage each week
- This can be a time-consuming and tedious task
- What if there was a way to digitally manage sales orders and automatically create invoices?



Introducing Ekos Order Hub

Simplify your sales orders

- Free up your sales team from manual entry & errors
- Keep communication in a centralized place
- No spreadsheet uploads required



Evaluating Effectiveness

- Connect inventory management system to POS, ecommerce & accounting software
- Review sales performance by channel, product type, and individual item
- Consult industry experts if you need help making strategic planning decisions

Thank you!

