

A Quick Guide to Sales Channel Options for Market Entry.



The right channel balances market access, commercial control and the resources needed to support adoption. These four models can be combined across markets or stages of growth.



Independent sales agents

Commission-based selling

External sales teams represent your products, usually alongside complementary lines.

BENEFITS

Lower fixed costs; established surgeon and hospital relationships; potential cross-selling.

TRADE-OFFS

Shared attention, uneven support and limited visibility of accounts. Commission reduces contribution per sale; terms can complicate exit.



Stocking distributors

Buy and resell

Independent businesses buy your products and resell them within an agreed territory.

BENEFITS

Local sales coverage and logistics; opening stock orders can bring earlier revenue and transfer some inventory exposure.

TRADE-OFFS

Distributor discounts reduce revenue per unit. Product focus, training, account access and service levels need active management.



Direct sales force

Employ and manage

Your own team sells the portfolio, typically with salary, incentives and benefits.

BENEFITS

Greater control of priorities, customer relationships and feedback; dedicated product focus.

TRADE-OFFS

High fixed costs, recruitment and ramp-up time. Requires training, management and customer support; scale depends on available funding.



Strategic partners

Distribution or licensing

An established company adds your technology to its portfolio under a negotiated agreement.

BENEFITS

Potential access to a wider sales network, established relationships and support infrastructure.

TRADE-OFFS

Partner priorities may change. Dependence and exclusivity can restrict options; economics and control vary with the deal structure.

Before you commit

Test product fit, clinical support, account access and cost to serve. Agree performance measures, reporting and exit terms. A broad network only creates value when your product receives the attention it needs.

Flexible, on-demand commercial support

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