

How Six Labs Grew Sales and Deepened Retail Partnerships with Payment on Sell-Through

Six Labs was looking for opportunities to better understand sell-through and grow order sizes with their retail partners. When they learned of LeafLink's new **Payment on Sell-Through (PoST)** program, they saw an opportunity to shift to a more strategic sales approach.



Michigan-based seller

Brands: Six Labs, MIsix, Candela, Binske, Higgs

Key products: bulk flower, pre-packaged flower, pre-rolls

Goals: Understand product sell-through to inform sales strategy and upstream product dev, with potential to offer this to non-paying stores later

What is PoST?

PoST is a payment program and insight tool that enables buyers and sellers to transact more strategically and collaboratively.

For sellers, PoST provides guaranteed payment and valuable visibility into retail sell-through that can inform smarter sales strategies and even influence upstream product development plans.

For buyers, PoST reduces upfront inventory investment and frees up cash flow by only charging for product after it has sold through to the end consumer.

Ultimately, both parties benefit—with better insight into what's selling, how much, and how quickly, buyers and sellers can proactively optimize their regular order quantities to prevent stockouts and avoid carrying stale inventory.

How PoST works



Order placed

Six Labs created the order in LeafLink as they normally would, and selected PoST as the payment program.

Metric sync enabled

They linked all the associated Metric packages to the order so that items could be tracked throughout their life cycle.

Product shipped and received

The retailer confirmed receipt of their order and scanned all packages into their Metric account.

Guaranteed payment and sales tracking

As inventory began to move, the dashboard began to populate with detailed sell-through data and payments were automatically initiated on a weekly basis.

Insights and optimization

Learnings began to trickle in as the order progressed, allowing Six Labs to collaborate with the retailer in real time.

The results

3 SKU ADJUSTMENTS

Identified 3 SKUs that were overstocked and was able to adjust the next order to avoid stale, discounted inventory on shelves.

100%+ SELL-THROUGH

Discovered an opportunity for a proactive reorder *and* was able to upsell on the next order for a bulk flower SKU that sold out 100%.

2X SALES INCREASE

4 weeks in, they worked with the retailer to discount slow-moving SKUs and accelerate sales 2x in the next week. They also determined that pre-packaged flower wasn't the best fit for customers at this location.

4+ ADDITIONAL STOREFRONTS

Six Labs worked with the retailer to expand to 4 additional storefronts, and has since implemented PoST with multiple other retail chains.

“PoST gives us visibility into how our products are moving, allowing us to right-size orders for each retail partner and location. As a result, the retailers are able to stock the right products for their customer base and make more money, and we receive more frequent, consistent orders.”

Ron Gibori
CEO, Six Labs