Marketing and Sales Overview

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Consultant, Agri Experience Limited

SEMI's
What are you marketing and selling?

Seed, but in reality much more than seed. You are really selling much more. You are selling:

- Product quality – germination, purity, etc.
- Service
- Food security, freedom from hunger
- Nutrition
- Family income
- Crop diversification
- Knowledge/information
- Yield
- Convenience
- Freedom from insects/eggs
- Freedom from seed disease
- Seed treatment
- Peace of mind
- Trust

And even more!!! This is what customers are really buying from you
Agenda

1. What is marketing?

2. What is selling and how does it differ from marketing?

3. What are the key elements of marketing?
“Marketing is the strategies and tactics used to create and maintain satisfying relationships with customers that result in value for both the customer and the marketer.”

From the Web site www.knowthis.com
An even simpler way to look at marketing is to think of it as working to solve customers’ problems and doing it profitably for both the customer and the firm supplying the product. That is, both the company and the customer benefit from the solution.

Business should always be about customers and solving their problems. If you and your team always keep this in mind as you build your business, you will be on the road to creating a very successful seed company.
The 4 (5 or 6!) P’s of Marketing

☑ Product
☑ Packaging
☑ Pricing
☑ Promotion
☑ Place

These are called your “marketing mix”
Marketing activities are planned and implemented year-round, to meet a strategic schedule.

Most of them will be implemented prior to the onset of the selling season.

Marketing decisions must be made with a strong knowledge of the competition, customer needs and desires, and product value.
Agenda

1. What is marketing?

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Selling vs Marketing

Selling is the process of initiating and completing a sales and purchase transaction between the company and a customer.

Selling can include “pre-selling” activities, which differ from marketing activities because they are targeted towards specific customers, with the goal of later completing a successful transaction.
Marketing activities are planned and implemented year-round, to meet a strategic schedule.

Most of them will be implemented prior to the onset of the selling season.

Marketing decisions must be made with a strong knowledge of the competition, customer needs and desires, and product value.
Selling activities are planned before the selling season, and then implemented during the selling season, to meet a customers’ needs.

Most selling activities will be implemented just prior to, and then during, the selling season.

Selling decisions must be made with a strong knowledge of the competition, distributor needs and desires, and product availability and profitability.
Selling Activities
Include, but are not limited to:

- Sales calls and visits
- Taking orders
- Designing and using sales reports and record-keeping systems
- Ensuring product distribution
- Collecting the revenue
- Developing and maintaining relationships with agrodealers and other distributors
- Dealing with customer and distributor complaints
Toolbox Marketing Tools

SECTION 2: YOUR CUSTOMERS
17. HOW TO PROFILE AND TARGET CUSTOMERS
18. KEY THINGS TO UNDERSTAND ABOUT YOUR CUSTOMERS
19. MARKETING: WHAT IT IS AND WHY YOU NEED IT
20. THE VALUE OF VISUAL REFERENCES
21. SET UP A GOOD DEMONSTRATION PLOT
22. PLAN A SUCCESSFUL FIELD DAY
23. PROMOTIONAL BROCHURES THAT SELL
24. RADIO ADVERTISING: WORTH IT OR NOT?
25. DISTRIBUTION PLANNING TIPS AND TOOLS
26. VITAL SALES TRACKING TOOLS
27. UNDERSTANDING AND CHOOSING AGRODEALERS
28. THE 80/20 RULE AND HOW TO USE IT
29. ELEMENTS OF A SUCCESSFUL COLLECTION PROCESS
Agenda

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The 4 (5 or 6!) P’s of Marketing

☑️ Product
☑️ Packaging
☑️ Pricing
☑️ Promotion
☑️ Place

These are called your “marketing mix”
And a 6\textsuperscript{th} P for seed companies!

✓ Positioning!

Seed performance is highly dependent upon geographic or agroecology positioning

"GOOD SEED IN THE WRONG PLACE IS NO LONGER GOOD SEED"
Marketing and Sales Concepts

1. Brand
2. Brand promise
3. Value
4. Target customer
5. Customer loyalty
6. Trust
Truthful Label

Physical Purity: 98%
Varied: BIKORES

Kind: BEET ROOT
Variety: BIKORES

Date of Testing: 03/04/2009
Date of Packing: 10/04/2009
Date of Expiry: 02/03/2009

Net Wt.: 250g
Max. Retail Price: Rs. 360/- (inclusive of all taxes)
Lot No.: 84274
Label No.: 8001533

Caution: Treated with poison (Thiram)
Do not use for food, feed & oil purpose.

Produced & Marketed by
Bejo Sheetal Seeds Pvt. Ltd.

Customer Care No. 02482 - 244000
Email id: bejosheetalsales@gmail.com

Date of Packing:
Valid up to:
Max. Retail Price Rs.:
(Inclusive of all taxes)

Produced & Marketed by
Bejo Sheetal Seeds Pvt. Ltd.
P.O. Box 77, Bejo Sheetal Corner,
Mantha Road, JALNA - 431 203 (INDIA)
New, post-training, seed bag label for Burkina Faso seed company

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Attention : Produit traité à ne pas consommer ni donner aux animaux
FASO KABA

PRODUCTION DE SEMENCES

Espèce : R.I.Z. / Variété : NERICA4

Date de semis : 24/06/08 Cycle : 100J...

Tél : 220 06 79 / 628 24 76
Saleable Seed
In Package

87%

13%
CRACKED 11%

Viable 23%

INSECT 13%

Abnormal 5%

DISEASED 42%

HEATED

DISCARD SEED
PRODUCTION DE SEMENCES DE BASE DE RIZ
CAMPAGNE 2009 / 2010
VARIETES : FKR 43; 45 N; 47 N; 49 N
SITE DE SAMANDENI
Société Agro-Productions

Parcelle N° 2
Superficie 0,8 ha
Culture Maïs
Variété Massone 12
Cycle 30-1056
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New smallpack/truckbed seed marketing approach, market day, Kenya