

UNIVERSITY OF NAIROBI
Seed Enterprises Management Institute

MARKETING & SALES PROCEDURES

Presentation to SEMIS Trainees

Lecture 5.1

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INTRODUCTION

- This is a summary of huge area of Marketing and sales.....
- Marketing is identifying/locating the customer
- It starts before products exist and continues long after they are sold
- Sales is actual taking the product and making the identified customer to buy product and actual receiving payment
- **MARKETING:-**
- Makes seed more than a bag of seed.. The way you package and present it to Customer is important
- Marketing includes:-
- Who is your customer?
- Describe your customer... What does your customer want?
- Who is your competitor?
- What is your brand and how is it different from that of your competitor?*****

Marketing cont'd

- Build your market plan through
- What is your market segment so that you plan for it or them?
 - Early adopters, mixed farm, farm size, do they come to buy because of convenience
- Demand forecasting (assessment of effective demand)
- Market structures (establishment channel of distribution)
- Arrangement for storage of seed
- Sales promotional activities
- Post sale services
- Marketing aims at satisfying customer demand for quality product and affordable price
- This is done through sequence of events to promote, advertise, extend or communicate, distribute it to right place, right time and at right price and even carry out demonstrations.
- What drives customer to buy from you buy or not buy- reputation, service, loyalty added benefit you give

MARKETING ACTIVITIES cont'd

- Promotion campaigns involve sending messages to distributors and consumers in order to inform them about products and help them to make their informed decision to buy a selected variety

- Communication can be divided into:-

Non-controllable methods: These are personal recommendations from the consumer who has used the products. Perception influences buying decision.

Controllable methods: Messages are carefully designed and directed to achieve objectives

- To succeed in marketing the customer must be satisfied
- Characteristics of most of our farmers are:-
- Low buying power coupled with low rate of return from farming.
- Generally conservative and therefore slow to adopt new variety
- Not well informed
- Most lack transport for their farming inputs.
- Therefore marketing is integrated management process involving all employees/employers at every level of business
- Market research and Analysis
- ❖ Finding out about seed market through study about where and by whom it is needed, at which period and why it is needed

MARKETING ACTIVITIES cont'd

- Product management
 - ❖ Developing and implementing marketing policy for seed product/s
- Promotion and public relations
 - ❖ Creating product awareness, influence change of farmers/customer attitudes/build up positive perception, acceptance buying decisions (PR)
 - ❖ Advertisement, personal selling, sales promotions, publicity and public relations designed to promote company image rather than product, extension
- Product Sourcing
 - ❖ Licensing varieties and salable product from own or third party
 - ❖ Seed Distribution channels
 - ❖ Direct
 - Seed co supplies farmer directly...this helps to maintain high level of trust on the quality of product
 - This is expensive on fixed costs and sale staff who have to be motivated
 - ❖ Retail (single level) Outlets like registered agro vets in Kenya
 - ❖ Distributors (multilevel) like wholesaler who has retailers

MARKETING ACTIVITIES cont'd

- Advertisements aimed to increase visibility (each has advantage and disadvantages
- They include:-
- Published print media;- newspapers, periodicals magazines trade and other journals where we get wide coverage accurate targeting although some customers may not get these
- Broadcast media; TV, Radio, sms, emails, cinema,
- Out door media:- Posters, Signs, print on transport, walls, buildings, bill boards (may have maximum lasting impact and benefit
- Packaging design
- Clear printing, use of color brand or log, well done photos have impact on Customer.

Extension

This is taking promotional activities out into the field....

MARKETING ACTIVITIES cont'd

- Management of information
 - ❖ Collating and interpreting order and sales information to assist in planning future marketing activities
- Sales and invoicing
 - ❖ Making actual delivery, receiving by customer and receiving payment for it.
- Customer care
 - ❖ Involves after sale service where marketing and sales staff follow up customer for reactions and company compliant office deal with complaints to maintain customer loyalty.
- Discussions on marketing activates

Marketing cont'd

- Who is your competitor for your customers time and money
- How does your competitor gets intelligence about your products
- Also get info about them.. Google.. Get their materials publications go to trade shows
- Are they existing or potential
- Are they direct or indirect
- Get their market size, share, target market,
- What is potential growth form internet, brand image Innovations they have..
- Are they selling better varieties than yours
- What are their strengths and weaknesses
- Use these as opportunities to increase business
- What threats do the competitor offer you and how are you planning to counter these?
- How do competitors rate them in the market... better than you?

Market cont'd

- What is your company brand?
 - Image, reputation, character
- Make brand strong, meaning something, sustainable,
- What are you known for and associated with
- Get price and field performance right for your brand against your competitors
- Brand makes you sign in crowded market
- Brand is source of customer preference, barrier to losing customer,
- Brand is source of premiums for your product and make it difficult to be matched by competitors
- Always have some thing that you promise a customer will remember reliably
- What is the difference between your product from your competitor?
Brand name, quality, seed trait, packaging design, service delivery support and return or warranty policy
- What is the slogan of this promise.....? That customer can associate you with Buy.. “Relax it’s best seed quality from.....so and so....”

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