Customer Feedback and Results Measurement

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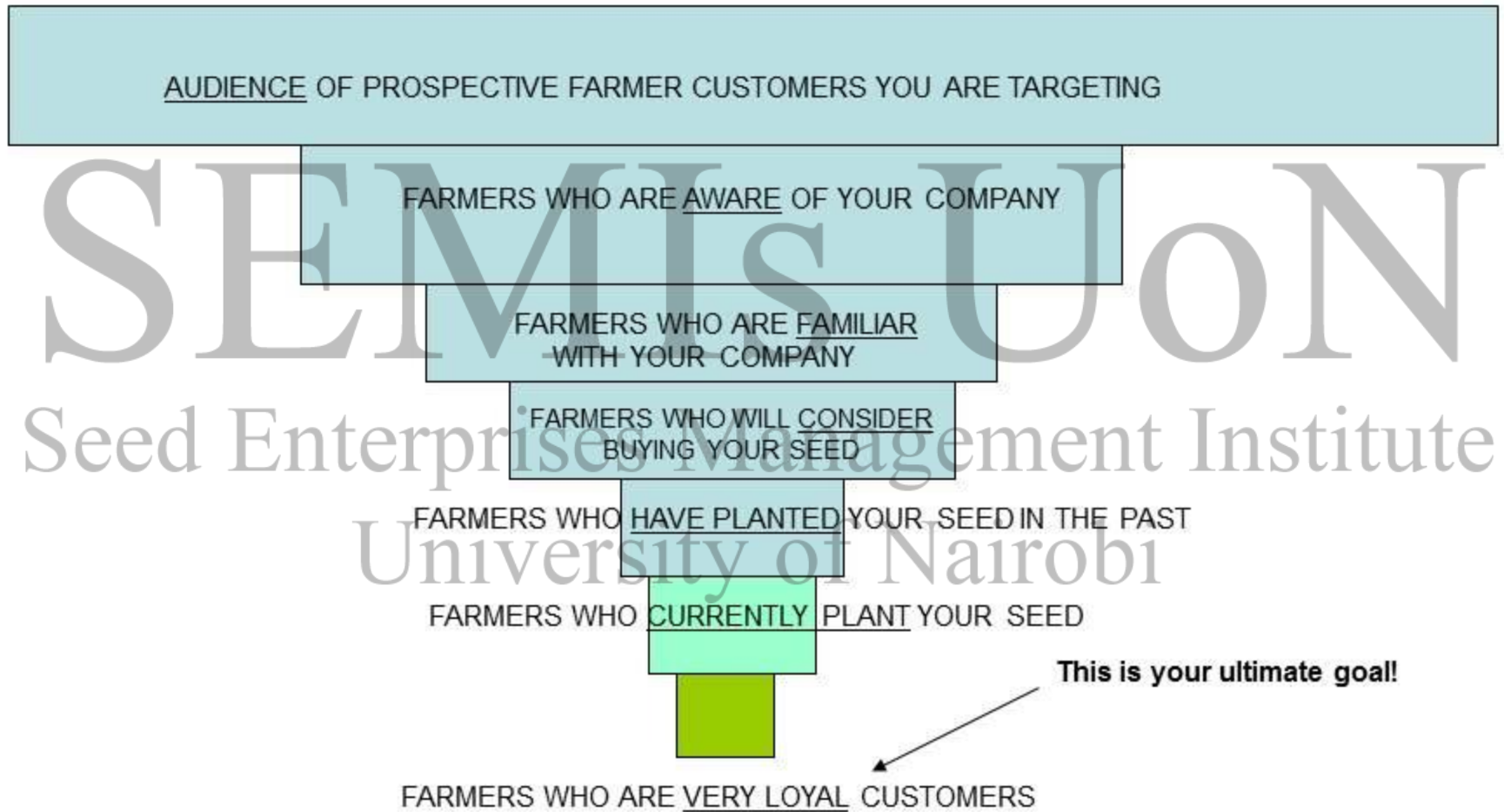
SEMIs Marketing Module

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Distribution Options

1. Agro dealer (Ag Chem retailer)
2. Salaried salesperson (tied to community, financial support from company, highly trained, recruits #3 below, has agronomic ability)
3. Company Dealer or 'ProRep', including farmer-dealers (commissioned seed seller, usually represents only one line, tied to community, well trained)
4. Farmer association or cooperative
5. Sales from company outlets
6. Company sales at field days or market days
7. Wholesale (e.g., to govt or NGO)
8. Seed only retailer (represents several seed lines)

Farmer Conversion Funnel

AUDIENCE OF PROSPECTIVE FARMER CUSTOMERS YOU ARE TARGETING

FARMERS WHO ARE AWARE OF YOUR COMPANY

FARMERS WHO ARE FAMILIAR WITH YOUR COMPANY

FARMERS WHO WILL CONSIDER BUYING YOUR SEED

FARMERS WHO HAVE PLANTED YOUR SEED IN THE PAST

FARMERS WHO CURRENTLY PLANT YOUR SEED

This is your ultimate goal!

FARMERS WHO ARE VERY LOYAL CUSTOMERS

Customer Feedback

- Talking to them, listening
- Extension workers
- Surveys
- Participating in selling activities
- Calling large purchasers
- Calling random customers
- Talking to agrodealers
- Focus groups (a formal marketing tool, but you can adapt this to your needs)

Results Measurement

- Macro level data (e.g. total tonnage sold) and micro level data (sales by crop by agrodealer by package size)
- Seasonal analysis and calculation of <u>ratios</u> and <u>percentages</u>, e.g.
  - Growth or shrinkage by agrodealer
  - Growth among key customers
  - Percent of re customers
- Volume of customer complaints
- What else do you like to track?

Farmer Feedback Tools to consider

- <u>Customer comment form</u>, to leave with agrodealers, and to have in your office (for both compliments and complaints) It is important to collect and review these!

- <u>Good contact information</u>, especially for phone calls!

- Phone number for customer service/comments. Good to print on bag.

- Side meetings at field days, or at other times

- What else do you use?

Agrodealer Feedback Tools to Consider

- Personal visits, with list of questions
- Surveys
- Phone interviews throughout year
- Planning meetings (food always helps!)
- Agrodealer appreciation meetings, with feedback discussions
- Just ASK for feedback!!!
- What else do you use?