

Marketing and Sales Overview

Aline O'Connor

Consultant, Agri Experience Limited

SEMIs



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.



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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.



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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



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These are called your “marketing mix”



And a 6th 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% (Min)	Kind : BEET ROOT
Genetic Purity : 95% (Min)	Variety : BIKORES
Germination : 70% (Min)	Date of Testing : 03 APR - 2009
Net Wt. : 250g.	Date of Packing : 10 APR - 2009
Lot No : 84274	Date of Expiry : 02 DEC - 2009
Label No : 8001533	Max. Retail Price : Rs. 360/- (inclusive of all taxes)

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)



Tel.: +226 70 00 06 96 • Email: jonasyogo@yahoo.fr • BURKINA FASO

SEMENCE CERTIFIEE

Espèce :

Variété :

Catégorie : R1

Lot n° :

Cycle :

Date du test :

Germination : $\geq 90\%$

Humidité : $\leq 12\%$

Pureté : $\geq 98\%$

Validité :

Poids (KG) :

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

New, post-training, seed bag label for
Burkina Faso seed company





FASO KABA

PRODUCTION DE SEMENCES

Espèce : **RIZ** / Variété : **NERICA4**

Date de semis : **2.6.06** / Cycle : **100J**
08

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



NAFASO NEMA AGRICOLE DU FASO, EARL
Bouleba, Faso

INERA

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 No : 2
Superficie : 4 ha
Culture : MAÏS
Variété : *AGRA* MASSONGO
Cycle : 30-105 Jrs
Date de Semis : 3/7/09





Milraz®

Answering your questions about Fertilizer

Introducing...

...PENS

D1C-1 NPK 16-16-16

D1C-2 NPK 16-16-16

D1C-3 NPK 16-16-16

D1C-4 NPK 16-16-16

D1C-5 NPK 16-16-16

D1C-6 NPK 16-16-16

D1C-7 NPK 16-16-16

D1C-8 NPK 16-16-16

D1C-9 NPK 16-16-16

D1C-10 NPK 16-16-16

D1C-11 NPK 16-16-16

D1C-12 NPK 16-16-16

D1C-13 NPK 16-16-16

D1C-14 NPK 16-16-16

D1C-15 NPK 16-16-16

D1C-16 NPK 16-16-16

D1C-17 NPK 16-16-16

D1C-18 NPK 16-16-16

D1C-19 NPK 16-16-16

D1C-20 NPK 16-16-16

Farmphoska

LIQUID FERTILIZER 12-10-7

Indup

CONCENTRATE



Industrial
Safety
Equipment

AKURU

50kg









14-7-2008 FIPS AFRICA FOOD CROP PRODUCTION
 BASELINE SURVEY MEMBERS FROM EMATIRARA AREA
 HOST FARMER
 WILLIAM O. WASHIPORÉ
 TEL 0724124888

	Aspirans Production	CASSAVA	POTATOES	MAIZE	GROUND NUTS	CON PEAS	BEANS	Sorghum	PEAS	SOYAB	Others
1. WILLIAM WASHIPORÉ	✓	50	100	9kg	4kg	1kg	4kg	1kg	1kg	1kg	1kg
2. EIAN OMUKUNDA	✓	50	100	20kg	1kg	1kg	6kg	1kg	1kg	1kg	1kg
3. FRANCIS AMBOKO	✓	50	50	2kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
4. WILCLIFE AMAKOBE	✓	400	200	20kg	6kg	2kg	3kg	1kg	1kg	1kg	1kg
5. JOSEPH LUMUMBA	✓	100	100	6kg	2kg	1kg	4kg	1kg	1kg	1kg	1kg
6. ELIZABETH AMMETE	✓	50	50	5kg	4kg	2kg	2kg	1kg	1kg	1kg	1kg
7. MOSES OMUKUNDA	✓	20	20	2kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
8. ALFANO WANZY	✓	20	10	5kg	2kg	1kg	3kg	1kg	1kg	1kg	1kg
9. PAUL NAMWALO	✓	30	40	2kg	2kg	1kg	2kg	1kg	1kg	1kg	1kg
10. PETER LUCHERA	✓	50	50	2kg	2kg	1kg	3kg	1kg	1kg	1kg	1kg
11. ROSEMARY NIVIS	✓	50	50	2kg	1kg	1kg	4kg	1kg	1kg	1kg	1kg
12. LORNA ONGELI	✓	50	50	2kg	1kg	1kg	4kg	1kg	1kg	1kg	1kg
13. EVELINE OMUHAKO	✓	50	50	2kg	1kg	1kg	4kg	1kg	1kg	1kg	1kg
14. ALICE KUSWARI	✓	50	50	2kg	4kg	1kg	8kg	1kg	1kg	1kg	1kg
15. MARY MAKOKHA	✓	50	50	2kg	4kg	1kg	2kg	1kg	1kg	1kg	1kg
16. MARGARET ATYUMA	✓	20	20	2kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
17. HASIAN MULEWA	✓	20	20	5kg	2kg	1kg	2kg	1kg	1kg	1kg	1kg
18. NATHAN MAKACHA	✓	20	20	6kg	2kg	1kg	2kg	1kg	1kg	1kg	1kg
19. RUTH AMILETA	✓	10	10	6kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
20. LEONIDA OMUKHULU	✓	50	50	8kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
21. EVELINE ONSONDA	✓	100	100	8kg	10kg	1kg	1kg	1kg	1kg	1kg	1kg
22. GLANDI ASEKA	✓	50	50	2kg	2kg	1kg	10kg	1kg	1kg	1kg	1kg
23. RODA NZABAMI	✓	50	50	2kg	8kg	1kg	6kg	1kg	1kg	1kg	1kg
24. RODA WANIKETA	✓	30	30	2kg	5kg	1kg	3kg	1kg	1kg	1kg	1kg
25. ROSE BANTANSA	✓	20	20	4kg	3kg	3kg	2kg	1kg	1kg	1kg	1kg
26. SELA WESA	✓	20	20	4kg	2kg	1kg	2kg	1kg	1kg	1kg	1kg
27. ALBERTINAMWALO	✓	40	40	2kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
28. ISAAC SHISAMBA	✓	20	20	2kg	1kg	1kg	2kg	1kg	1kg	1kg	1kg
29. THOMAS OMUSULA	✓	50	50	2kg	2kg	2kg	2kg	1kg	1kg	1kg	1kg
30. SAMUEL ANDIKA	✓	20	20	8kg	4kg	1kg	2kg	1kg	1kg	1kg	1kg
31. JOICE ABOLON	✓	20	20	8kg	6kg	1kg	2kg	1kg	1kg	1kg	1kg
32. SKLOME MBATI	✓	20	20	8kg	8kg	1kg	2kg	1kg	1kg	1kg	1kg





New smallpack/truckbed seed marketing approach, market day, Kenya



