### Marketing and Sales Overview

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**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 <a href="https://www.knowthis.com">www.knowthis.com</a>

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 <u>year-round</u>, to meet a strategic schedule.

Most of them will be implemented <u>prior</u> to the onset of the selling season.

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

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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 <u>year-round</u>, to meet a strategic schedule.

Most of them will be implemented <u>prior</u> to the onset of the selling season.

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

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 <u>competition</u>, <u>distributor</u> <u>needs and desires</u>, and <u>product availability</u> <u>and profitability</u>.

# 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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# The 4 (5 or 6!) P's of Marketing

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# And a 6<sup>th</sup> 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





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#### **SEMENCE CERTIFIEE**

Espèce :

Variété :

Catégorie : R1

Lot n°

Cycle :

Date du test :

**Germination**: ≥ 90%

Humidité : ≤ 12%

**Pureté** : ≥ 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











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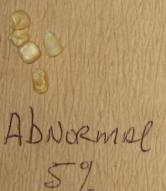
SAleAble SEED IN PACKAGE

97%

13%

CRACKEYO 11%







VIAble 23%





DISEASED

42°/
HEATED

DISCARD





























