

MARKETING TRAINING
PARTICIPANTS' WORKBOOK.

Name_____

Farmer Group _____



1. How can we make our small pig farming businesses survive and grow?

2. What are the possible solutions to challenges faced by small scale pig farmers?

3. What happens in your situation? What problems do your pig farming businesses face?

4. Why do you think you face these problems?

PARTICIPANT EXERCISE II: IMPORTANT COMPONENTS OF MARKETING.



Points to consider:

a) Product:

b) Price

c) Promotion

d) Place (Distribution)

Exercise 3: Product promotion.



1. How can we promote these packaged pig products to a slaughter house?

2. What are the five key considerations we need to have before this promotion is undertaken?

3. What are the likely challenges we can face in conducting this promotion?

4. How do you propose to overcome these challenges?

5. What is the level of our group preparedness for such a pig slaughterhouse business opportunity?

6. How prepared are we to meet the needs of the customers at promotion events?

PROMOTION: Creating Ways to Persuade Customers to Buy My Product
How do I let customers know about my product? What else could I do?

What are the key benefits of the product to the users

Do I have a good name or slogan for my product to make it different from
another seller's product?

Are there new ways to get customers to visit my business or to stay longer when
they visit?

What promotion problems do I want to solve?

EXERCISE 4: SELLING TO CUSTOMERS



1. What are the key messages to give to clients when selling these pigs?

2. Identify your three or four key selling points

3. How would you handle rejection and ridicule from some difficult customers?

4. How do you propose to overcome these challenges?

5. Find out who is willing to sell the product

6. Specify what prices they are accepting to pay to get the product to sell

7. Try to plot where they are located in relation to one another (Sellingvantage points) on a plain piece of paper

8. Identify the type of transport you will use to get your product to them

9. If there is need for storage, think of how storage will take place

10. How do you recommend that you will package the product to send to your sellingvantage points?

11. Show the promotion materials and ask people what they think and record



Did they laugh?

Share the slogans

What was their response?

Look at how related products are packaged and presented for sale

How do you recommend that we package our product for sale

Any changes required on promotion materials

What promotion problems do you foresee

Exercise 5: MARKETING PRACTICES FORM

HOW I MARKET MY PRODUCT

PRODUCT: The Item I Am Selling

Why do customers buy from me instead of other sellers?

How can I find out about any changes or new products customers would like?

Should I improve my product? _____

Should I produce more? Less? _____

How can I improve my production process or reduce production costs?

What problems do I have regarding what I produce? _____

PRODUCT PROBLEMS

DISTRIBUTION: Finding the Best Way to Distribute My Product

Is my product sold in the most convenient place for my customers? Do they come to my pig sty or do they find them at the group aggregation center? Is it appealing and convenient to my buyers?

How can I distribute in the least expensive way?

Can I reduce transportation or storage costs? How?

Do I need to use a middleman? What are my other options?

How can cooperating with other pig sellers improve distribution or reduce costs?

What are my other unsolved problems regarding distribution?

MARKETING QUIZ: SOME MARKETING PROBLEMS

A. PRODUCT

- ✓ You should make your product special or different from others.

True. (You should try to create an "identity" for your product in the market.)

- ✓ Your product or service must meet your customers' needs.

True. (Selling excellent products that no one feels they need is more difficult, but sometimes you can create a new need for a product.)

- ✓ Customer demand for a product always remains the same.

False. (It can change with seasonal needs, price, and competition.)

- ✓ A new item may sell poorly at first but sales improve when its reputation grows.

True. (Usually, If it is a good product.)

- ✓ There are three good ways to find out what customers want: asking them in customer surveys, observing what they buy, and trial sale of products.

True.

- ✓ If you can meet the needs of your customers better than your competition, this can make your business successful.

True.

- ✓ Find someone who is successful in business and make your product like hers. Then you will be successful.

False. (You should make your product "special", different from anyone else's on the market)

- ✓ Only price determines whether customers will buy from you or your competition.

False. (Quality and location are also important.)

- ✓ Sales do not remain the same over long periods of time, so you must think of other ways to improve or expand your business.

True.

- ✓ You have decided to sell pigs. You need to re-examine that decision every five years.

False. (You should evaluate the decision every few months.)

- ✓ Sales records help evaluate which products sell and which do not.

True.

- ✓ The surest path to success is to sell what you are already good at producing, rather than what your customers want.

False. (You should first produce what customers need or want.)

- ✓ There is a small bicycle repair shop in your town. The market for this business is everyone who lives in the town and you should advertise to all ages and kinds of people.

False. (You should create your product and promotion for a particular audience.)

- ✓ You should sell the same products that are popular in the capital city.

False. (Sell products that your customers want.)

- ✓ Your friend's tailoring business has been very profitable this year, so it will probably be profitable next year too.

False. (Many unexpected things could change her sales from year to year.)

- ✓ A market test means selling your product or service for a short time to see if people buy it. But this method is a waste of time.

False. (It is important to try a product before putting lots of money into production.)

- ✓ When you change a product, you need to decide: are you trying to create additional sales with present customers or to attract new customers.

True.

- ✓ Every new businesswoman should not expect to make a profit in the first few months or, sometimes, the first year.

True. (It takes time to establish a reputation for your project and costs in the first year will be high.)

- ✓ This is a good marketing message: "Our pigs are so big – one pig can feed 100 people!"

True. (Why? It makes the customers see how the product benefits their family/friends in a personal way.)

- ✓ This is a good marketing message: "Our pigs eat good grain and vitamins."
- False. (The message does not tell how the pigs benefit.)

- ✓ There are three steps in selling: finding out customer needs, presenting your product, and making the sale.
- True.

- ✓ All customers are interested in the same benefits from a product.
- False. (Some examples: saving money, better health, easier to use etc.)

- ✓ Face-to-face selling is the best method for small businesses.
- False. (Face-to-face selling takes time. It is one method to consider, but handbills or posters can be more effective.)