

SEMIS,
Exercises in Sales Collection &
Feedback

Seed Enterprises Management Institute

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Do your homework well

Before the visit, write down your objectives clearly:

- Collect the cheque
(for how much amount?)
- Get information:
 - Competitors' new products
 - Competitors' promotional activities
 - Rainfall or any other problems (fuel?)
 - Crop progress and general crop condition
 - How deep are the farmers' pockets (last season's yields, prices)

Do your homework well

Before the visit, write down your objectives clearly:

- Get information:
 - Whether the farmers have paid this dealer
 - whether he has used the money for pesticides?
- Prepare and understand your statement of account:
 - The dealer always produces his statement which looks different
 - If the sales person is unable to explain, he is unable to collect
 - A trick the dealers often use is to say, “Oh, I have already paid. Can you check your bank statement?”

Do your homework well

- Often the sales persons shift stocks from one dealer to the other. It is extremely important to correct accounting at every stage it is done (Very difficult during brisk selling season).
- You have to end the meeting on a positive note. You must agree to give support and increase business for the benefit of both