

# Marketing and Sales Overview

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**What are you marketing and selling?**

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# 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](http://www.knowthis.com)

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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 5 P's of Marketing

- ✓ Product
- ✓ Packaging
- ✓ Pricing
- ✓ Promotion
- ✓ Place

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These are called your “marketing mix”

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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.

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.

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.

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# 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
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# 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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# And a 6<sup>th</sup> P for seed companies!

✓ Positioning!

✓ (and some companies like to add People)

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# Marketing and Sales Concepts

1. Brand
2. Brand promise
3. Value
4. Target customer
5. Customer loyalty
6. Trust

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