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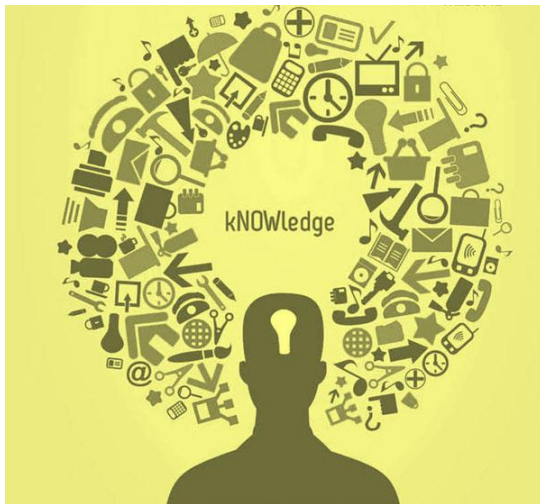


Session 3 Selling your goods and services

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General aim of the course



This course is designed to provide you with the knowledge to start and develop your own social enterprise



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Testing Learning

No exams will take place: learning will be measured by the following:

- A commitment to participate in discussions and group activities
- Completion of a reflective task as homework
- The development of a portfolio
- The use of a social media site to blog about your learning



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The session's learning goal

- To be able to explain how social enterprises and entrepreneurs find and keep buyers for their products and services
- To develop marketing and promotional material for your social enterprise idea
- To reflect upon what you have learnt



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Your expectations

- Tell us about a positive or negative experience you have had buying or selling something
- What points do you think we will cover today on marketing?



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What is marketing?



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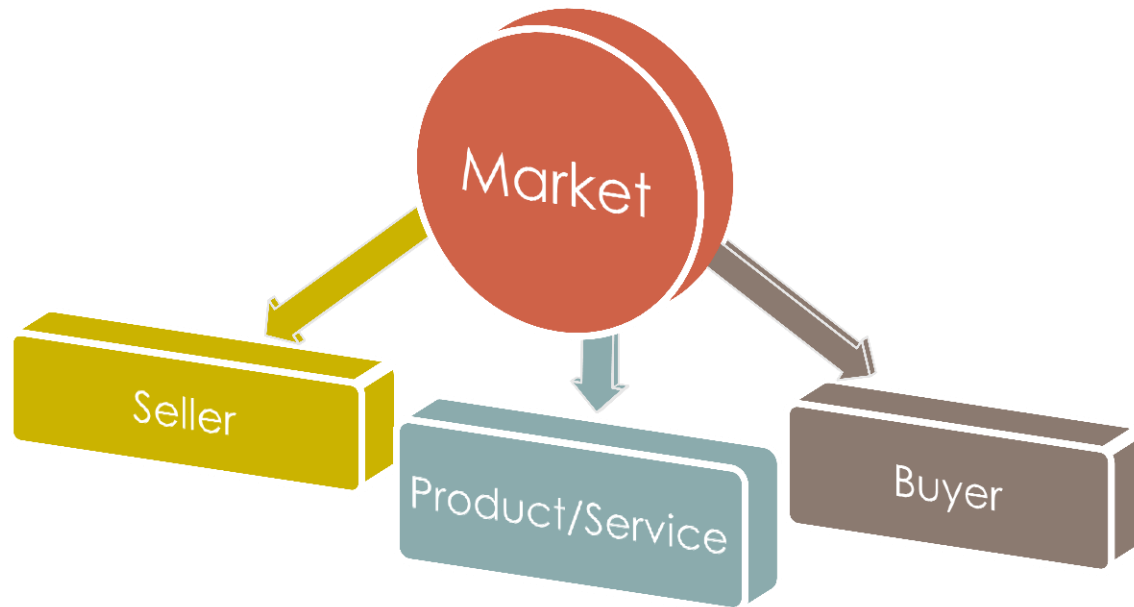


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Key points in marketing ?



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Marketing is not

Forcing people to buy what they do not want or do not need

Aggressive selling

A short term thing- customer relationships can be built overtime



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What is good about your product or service (USP)?

- To successfully market a product or service the social entrepreneur must first understand what makes their product different from others and the benefits their product provides to the buyer (unique selling point).
- There is always something different about your product or service- discover it



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Finding out your USP

These questions can help a social entrepreneur know their unique selling point:

- What is so good about this product or service compared to similar ones around - **Compare**
- What are the strengths, weaknesses and opportunities of my product - **Advantage**
- Why am I providing this service - **Purpose**



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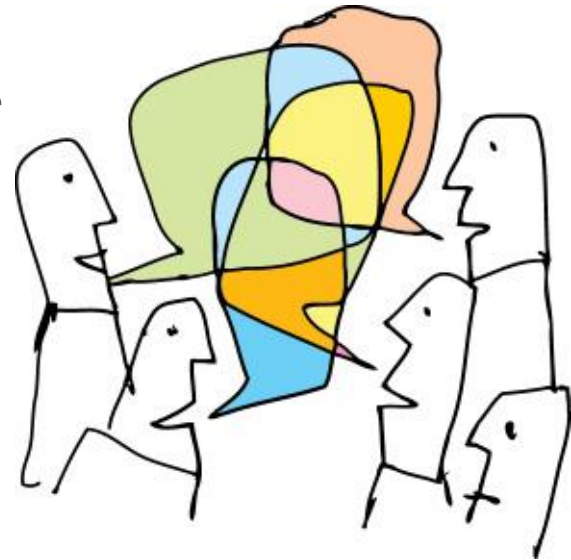


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Group exercise

In groups of three or four, talk about the product or service you want to provide:

- Give some reasons why people should buy your product compared to other products available
- What extra benefits will you give the customer?



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Key principles in marketing

Before you can market your product or service you must know:

- **Product/Service:** full details
- **Place:** where you will be meeting the customer
- **Promotion:** how you will encourage people to buy your products
- **Price:** how much people will be willing to pay.



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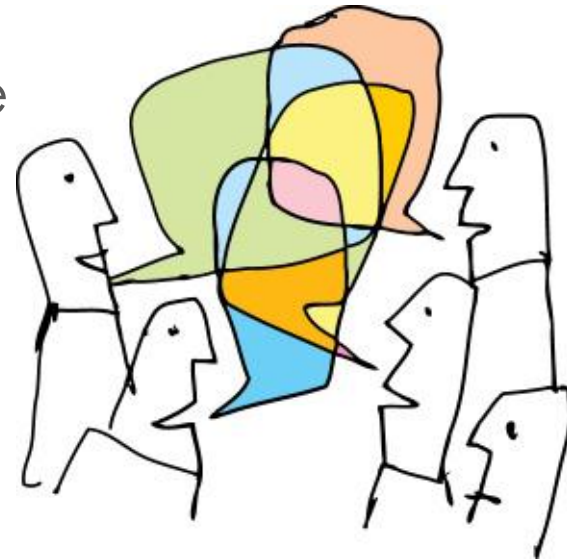
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Group work

- In pairs, please define which two things are more important to your social enterprise business from the following key principles of marketing:
 - Product
 - Place
 - Promotion
 - Price



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The marketing plan

- The marketing plan is an important part of a business plan: without it, there is no business.
- The marketing plan details all the things you will do to ensure that your products/services are sold



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How do I make my customers happy?

Quality

Providing quality products and services
Providing solutions to pressing societal issues

Intelligence

Knowing what they like
Understanding the way people buy things

Ownership

Making your products and services easy to get
Allowing buyers to be part of your business



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Market research and tools

Finding out about a product/service/ sector is called market research.

- Check market reports, business magazines, etc, eg. Mintel 02

How to do market research

- Desk work: e.g. Internet, books, reports etc.
- Field work: e.g. questionnaire, exhibitions, observations, placements etc.

Establishing customer needs is called segmentation

- Put customers into groups by age, gender, location, religion and habits

Finding out your competitors' strengths & weakness

- Do a SWOT analysis of your Product/Service
(strengths/weaknesses/opportunities/threats)

Finding out your own strengths

- Do a SWOT analysis of your social enterprise
- Find out more about your business sector and the economy- **PESTLE** analysis



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Type of markets

Physical

Shops **Supermarkets**
Door to door **Market Square**

Virtual

Websites
Social media- Facebook

Specialist

Farmers **Antiques** **Handicraft**



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How to make an advert



Draw attention with your heading



Create interest



Make customers desire the product or service

**The advert should make those who want such a product/
service take action**



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Online marketing

- This is done by making people aware of your products and services with the help of a website, blog or a social media site such as Facebook.
- It is an ever-growing way of selling goods and services.



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Keys to successful trading on the Internet

- A very good website: it gets people to visit and revisit
- It should enable customers to order easily
- A user friendly website is a loved website - no stress
- It should be safe and secure for customers to store information
- It should be updated regularly
- It should include a forum for people to comment and discuss so that you can communicate with them to build loyalty
- Your website needs to be connected to an external search engine to generate traffic

(Burns 2011)



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Useful Advice

- E -business is growing. It is a great change to the way we do business and has led to an increase in competition. Therefore, your marketing skills must also be applied to the e-business part of your activities
(Burns 2011)



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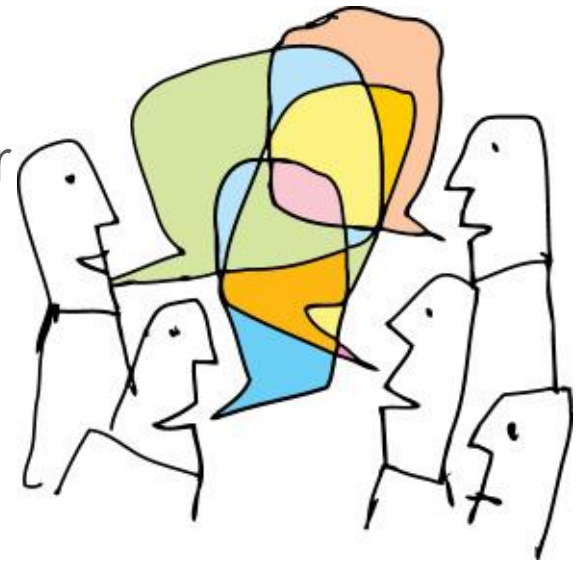
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Group work

In groups of three or four, design an advertising leaflet for a product/ service.

Make sure that it follows the “four things to do when making an advert”, ie:

- grab attention
- create interest
- create desire
- spur them to action



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Key principles in selling

Find out who really is your customer

Plan and investigate a sales interview by:

- Finding out what customers want
- Matching their needs to the product/service you are providing
- Ensure that customers needs are met by your product or service
- Close the deal.



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Closing a deal in a sales interview

- Recognise a buying signal e.g. interest
- If a buyer is interested, throw in other benefits that will test whether they want to buy
- Ask them about the amount they want - this should confirm whether they want to buy
- If buyer is not sure, remind them of the benefits of your product/ service
- Give an incentive if they show interest
- Do the necessary parts of the sales process - give a quotation, etc.
- Confirm the deal.



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Successful selling

- To succeed at selling you need to know everything about your product or service and the ever changing needs of your customers(Burns 2011)



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Around the world in 15 minutes



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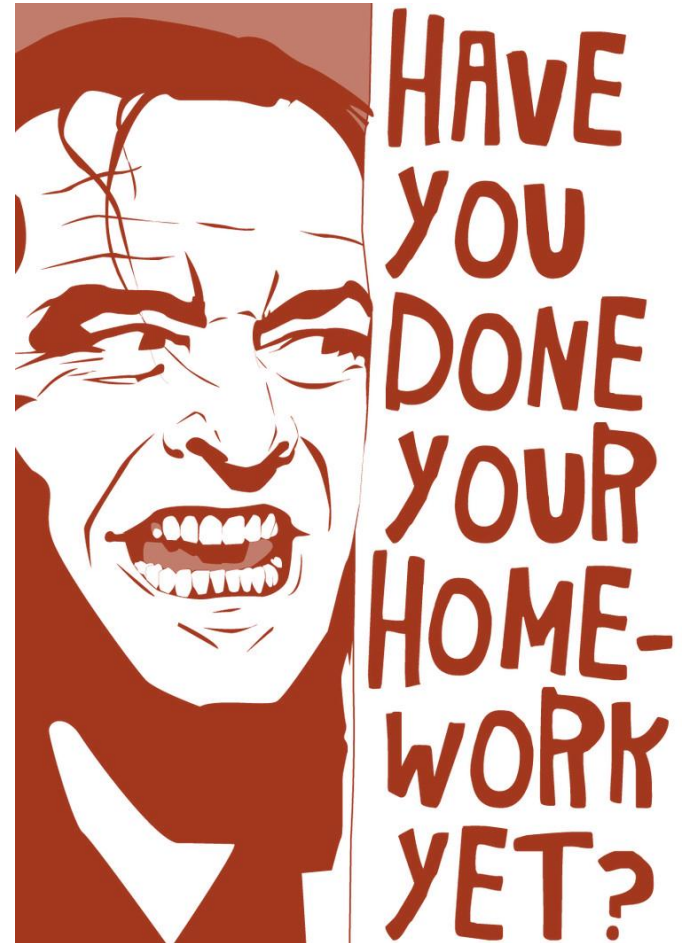


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Homework

For the next session please prepare the following:

- Your thoughts about today's training
- The design of a business card for your social enterprise
- An analysis of two leaflets or adverts in a newspaper, identifying five of their strengths and four ways in which they can be improved



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Conclusion

Today, we have considered:

- What marketing is and is not
- The types of markets that exist
- How to market your products and services.



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Let's find out more

- www.Google.com/analytics
- Seochat.com and Seoforum.com
- Seolite.com
- <http://www.theguardian.com/social-enterprise-network-partner-zone-santander/marketing-your-business1>
- <http://www.sel.org.uk/uploads/Marketing-Your-Social-Enterprise.pdf>



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Group Quiz & Prizes

Everyone is a winner!



References

- Burns P (2011) *Entrepreneurship and Small Business Start-up, Growth and Maturity*, Basingstoke, Hants, Palgrave Macmillan



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