

Know your Target Market/Customer

Demographics

Psychographics

Age
Income
Sex
Education
Occupation

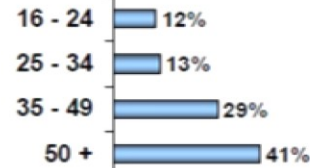


Values
Attitudes
Interests
Lifestyles
Personality

How are you going to find them **IF** you don't know what they look like?

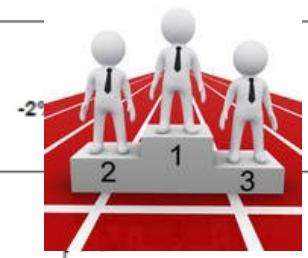
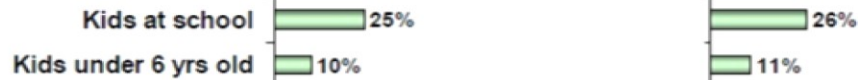
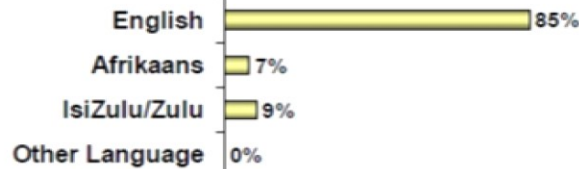
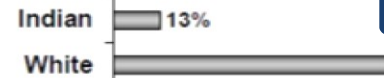
Ballito Catchment Demographics

Courier Demographics



Identify

Target



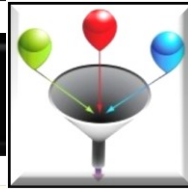
Sales & Distribution Alignment

Sales Force

- Representing product/company
- People person
- Appearance
- Presentation
- Communication e.g. languages
- Skills & training
- Knowledge:-



Product
e specific
t Market
petitor
omer



Channels

- Consumer Target Market reach
- Identify Options Boutique/Hawker/Spaza
- Share of Market
- Customer Profiling e.g. demographics
- Shopping Patterns
e.g. monthly/weekly/daily



10 Essential rules for Initial Sales calls

1. Research – **Know your customer**
2. Confidence – **People can read you:-** body language-Voice inflection-Facial expression
1. Time – **Don't waste it!** Thank them for giving it!
2. Connection – **socio emotional phase** e.g. friends, family photo on wall, weather
3. Goals - **state your purpose.**
4. Questions/answers – **Listen more than you Talk**
5. Qualifying – **“Am I speaking to the right person”** (top down)
6. Presenting a Solution – **listen & adjust**
7. Closing – **Sale made-Thank or suggest next step**
8. Follow up

