



Implemented by



SALES & MARKETING TRAINING FOR THE GIZ KENYAN BIODIGESTER WORKFORCE

Opening Session

By the end of the session, participants will have established a conducive learning environment with their fellow participants and the Facilitators



Overview of the Training Workshop



- Opening Prayers;
- Introduction of Facilitators;
- Participants Introductions;
- Leveling of Expectations;
- The Workshop Programme.

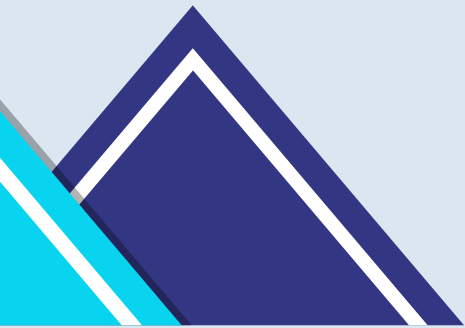
Participants Introductions

- Each of the participants to pair up with someone they do not know;
- Participants to interview each other for 3 minutes: Ask one's name, what one does and one interesting thing/fun fact that is not known to anyone else;
- Partners then will introduce each other to the whole group.



Expectations

- Participants to list two or three expectations from the training on sticky notes that will be distributed by the trainer.
- Expectations to be put onto the wall for the entire duration of the workshop





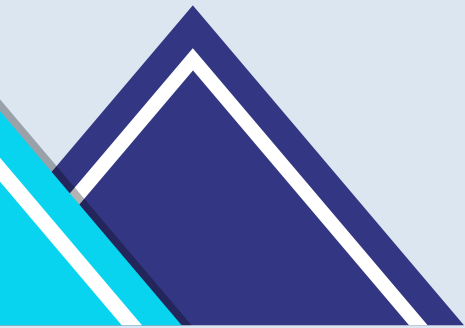
Objective of the Training Workshop:

The overall objective of this training programme is to provide the biodigester sales and marketing agents with knowledge and skills on efficient and effective sales and marketing strategies for biodigesters.



WHAT WILL BE THE MAIN OUTCOMES OF THIS TRAINING?

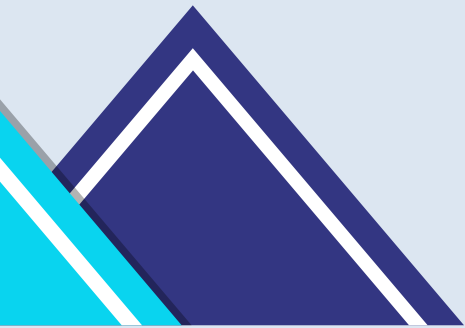
1. Improved pitches
2. Development of the sales pipeline tracker
3. Development of an action plan



Next steps...



- Administrative Issues and training logistics
- Workshop Ground Rules
- Time-Table Overview(see next slide)





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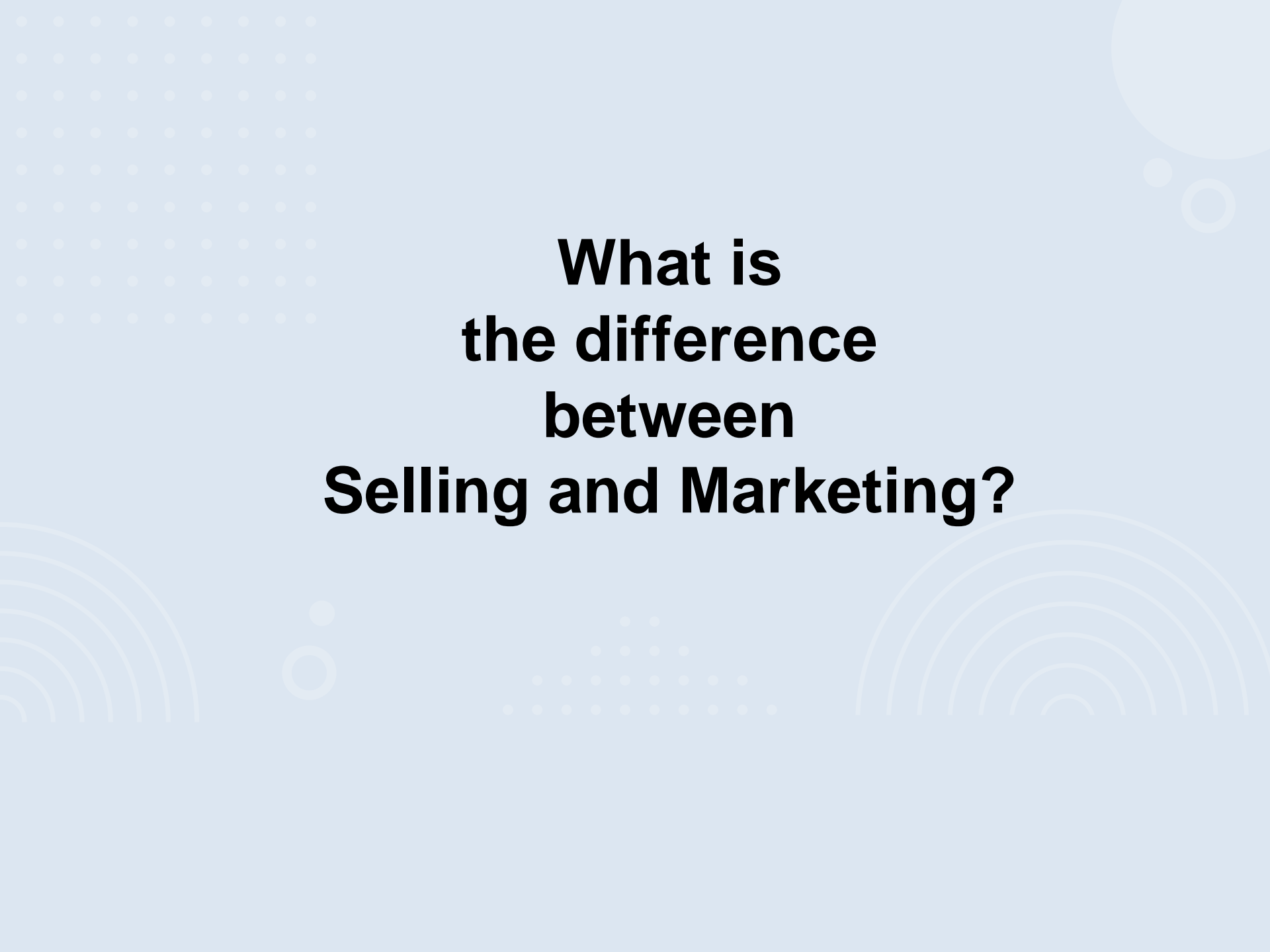


SALES AND MARKETING FOR BIODIGESTERS.

INTRODUCTION TO MARKETING

Session Objectives

- What is the difference between Sales and marketing;
- Explain the 7Ps of marketing.



**What is
the difference
between
Selling and Marketing?**

Selling and Marketing

Selling is a transaction between a seller and a prospective buyer or buyers where money is exchanged for goods or services.

Marketing is the process used to identify customers' needs and to satisfy them better than your competitors in order to make a profit.

Why Marketing?

The ultimate purpose of marketing is to create **customer loyalty** in order to keep the customers coming back and to make them happy enough to recommend your business and to introduce your goods or services to others.

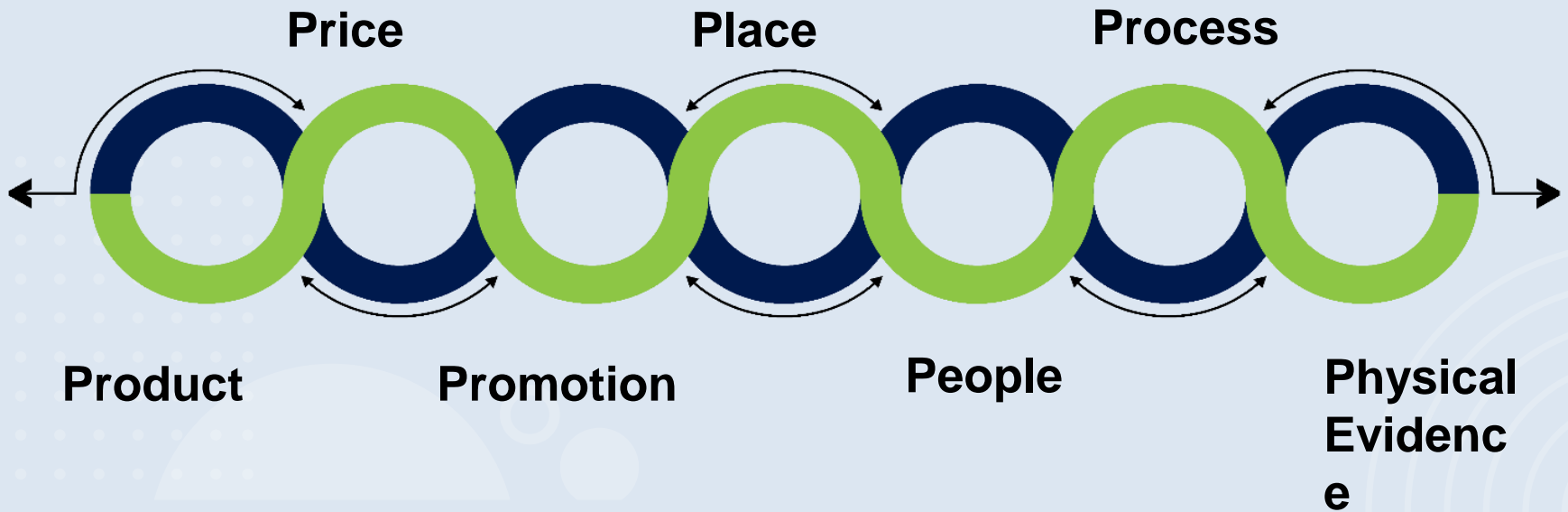
A customer is a person or company that receives, consumes or buys a product or service and can choose between different goods and suppliers

(<https://marketbusinessnews.com/financial-glossary/customer-definition-meaning/>)



The 7ps of Marketing

To be able to develop a good marketing strategy for your business, there is a “7 Ps” formula you can use to continually evaluate and re-evaluate your companies business activities.



Product

Product is the first “P” of marketing.

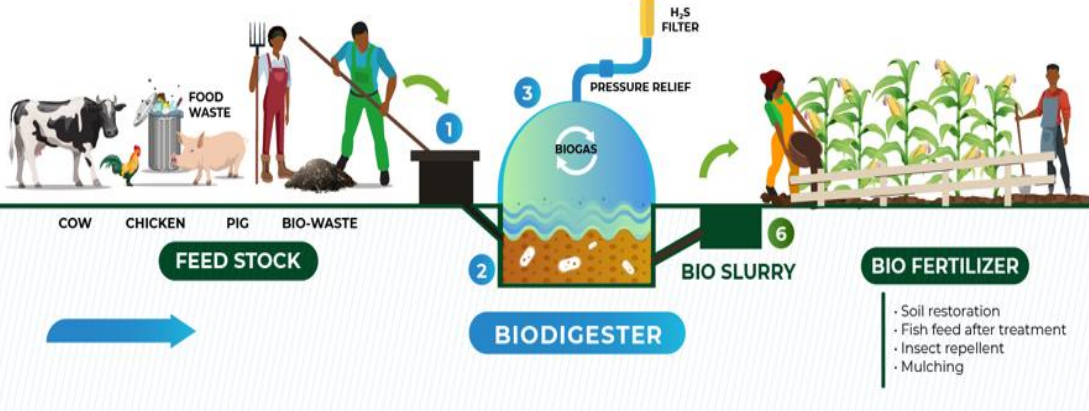
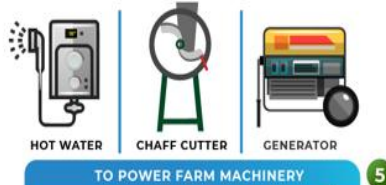
To be successful in business you must have the good (s) or service(s); that is, the product that your customers need.

Components of a Household Biodigester

BIOGAS ENERGY FOR HOUSEHOLD



BIOGAS ENERGY FOR FARM USE



- Feedstock.
- Bio-Digester.
- Bioslurry.
- Biogas.
- Biogas energy for households and farm use.

How it works

- Organic waste is mixed with water to form a slurry.
- The slurry is fed into the digester.
- Microorganisms in the digester break down the organic matter.
- This process produces biogas, which is collected in the gas holder.
- The remaining material, called bioslurry, is removed from the outlet.

Products of Biodigesters

Biogas

- Primarily methane and carbon dioxide.
- Can be used for cooking, heating, or generating electricity

Bioslurry

- Nutrient-rich and can be used as fertilizer.

Benefits of a Household Biodigesters



1. Cooking and lighting.
2. Waste management: Reduces the volume of organic waste.
3. Renewable energy: Produces biogas, a renewable energy source.
4. Fertilizer: Creates digestate, a nutrient-rich fertilizer.
5. Environmental benefits: Reduces greenhouse gas emissions and pollution.
6. Powering chuff cutters.

Types of Household Biodigesters

Fixed dome: The gas holder is integrated into the digester.

Floating drum: The gas holder floats on top of the digester.

Balloon: The gas holder is a separate balloon-like structure

Tubular Biodigester: Welded from geomembrane PVC or premium dam liners into large tubular chambers with slurry inlet and outlet, and gas outlet on top

Commercial or Industrial Biodigester: From medium to large capacities usually set up for commercial purposes in firms with large quantities of biomass, such as flower farms, fruit farms, breweries, municipal wastewater plants etc.

Factors affecting Biodigester Performance

- Temperature
- PH
- Retention time
- Organic loading rate
- Type of organic waste

Applications of Biodigesters

- Farms
- Households
- Communities
- Industries

Challenges in the biodigester sector in kenya

- High initial installation cost.
- Limited technical know-how among farmers about the repairs of the biodigesters. Some biodigesters have even stopped working completely.
- Satisfaction levels are low.
- Limited access to finance.
- Feedstock availability
- Social and cultural factors
- Policy and regulatory framework
- Competition from other energy sources

Opportunities

- Waste Management
- Fertilizer Production
- Job creation
- Climate Change Mitigation
- Improved Sanitation
- Rural Development

Overcoming challenges and realizing

- Develop basic capacity of farmers through education and regular training on minor maintenance and repairs skills to avoid total reliance on biodigester technicians.
- Regular monitoring on the usage of biodigesters to ensure value is delivered to the clients.
- Reach out to customers to follow up on satisfaction.
- Provide financial support – easy payment of products.
- Develop supportive policies – provide information.
- Encourage research and innovation – client feedback
- Promote public-private partnerships – local government support.
- Support local manufacturing – explore industries in your locality.
- Improve the communication channels to endure timely redress to any concerns.

Price

Price is the second “P” of marketing



How does a company set its price?

1 Know how much customers are willing to pay for a similar product

2 Know what its competitors charge for the same or similar product

3 Know its costs

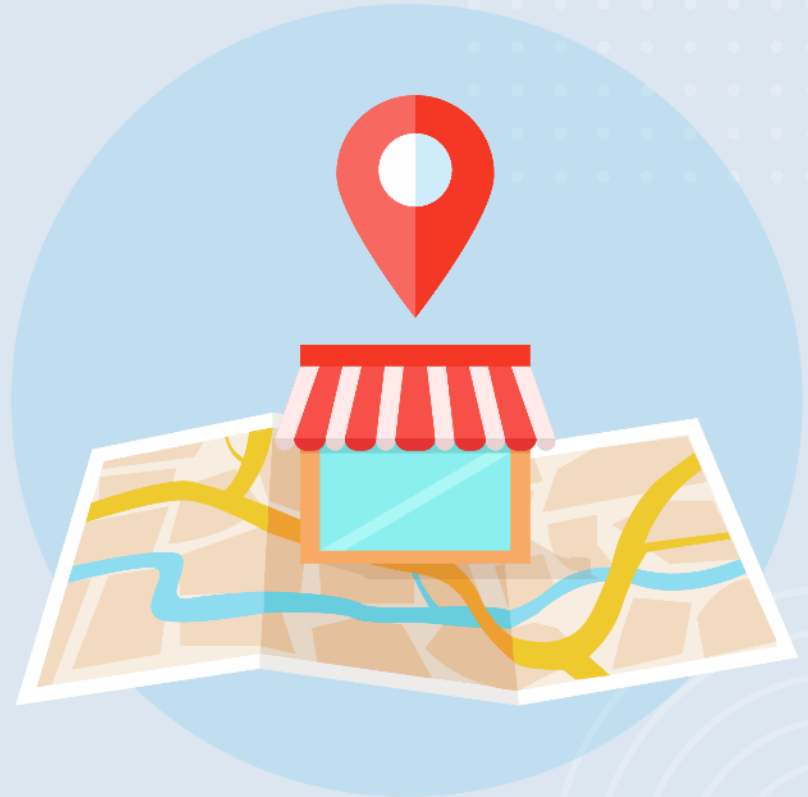
4 Know how to make its prices more attractive

Place

The third “P” in marketing is called Place

Place refers to the location of the business/company

Place also refers to the way that a company gets its product to its customers. This is called distribution.



Where is a good place for a business selling Biodigester goods and services?

A good place to sell Biodigester products and services would generally align with areas where there is high demand for waste management solutions and affordable energy. This would be among urban and peri-urban areas such as in towns and cities, in rural areas such as agricultural zones and off grid areas, institutional opportunities such as Schools, hospitals, and prisons, Hotels and Lodges in Tourism Areas



Promotion

Promotion and is the fourth “P” of marketing. Promotion means informing and attracting the customers to buy your company's products and services.



People

Look for:

- People with special technical skills that differentiate your product from others.
- People with good customer service skills.
- People with good consultative selling skills
- This is different from selling skills that are most often taught to store employees, which is to sell as many items as possible.



Roles and responsibilities of agents

Sales agents are the direct link between the product and the potential customer, and their effectiveness can significantly impact market penetration and adoption of biodigester technology.

Creating awareness and educating customers

- Knowledge Dissemination: -technical aspects of biodigesters, their benefits, and how they work. Address concerns and clarifying misconceptions.
- Tailored Solutions:- assess customer needs and recommend the most suitable biodigester system, explaining how it can solve their specific waste management and energy needs.
- Demonstrations and Site Visits: Conduct demonstrations and site visits to showcase the technology in action, building trust and credibility

Driving Sales and Market Penetration

- **Lead Generation:-** identify and qualify potential customers through various channels, including networking, community events, and referrals.
- **Sales Conversion:-** effectively present the value proposition of biodigesters, overcoming objections and closing deals.
- **Market Expansion:-** contribute to expanding the market reach and increasing adoption rates.

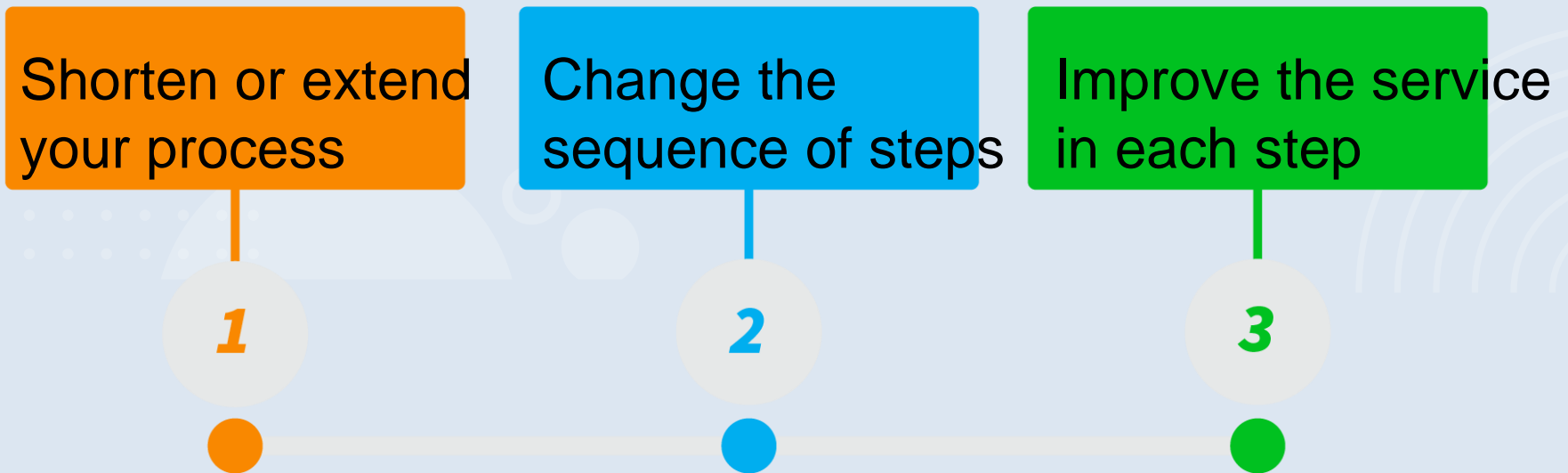
Contributing to Industry Growth

- **Market Intelligence:-** the first to identify market trends, customer preferences, and competitor activities.
- **Advocacy:-** advocates for biodigester technology, promoting its benefits to policymakers, communities, and other stakeholders.
- **Sustainable Development:-** they contribute to environmental sustainability, waste management solutions, and access to clean energy.

Process

It refers to the procedures or processes that are developed to ensure that the customer has a positive and memorable experience when purchasing and/or using your product and services.

There are a few ways to improve your processes:



Physical Evidence

The appearance of the business/Company is called physical evidence.

- Physical evidence is the tangible appearance of the company's product and services. In any interaction between you and your customers, physical evidence is what those customers can see, smell, touch, hear and taste.

How can you improve the current Ps of Marketing that you are using in order to create a competitive edge for your Company?



What is selling?

- Selling is any transaction in which money is exchanged for a product or service.
- From a marketing perspective, selling is a transaction between a seller and a prospective buyer or buyers where money is exchanged for goods or services.



Types of Selling

02 Product-oriented
Selling

04 Consultative
Selling

01 Transactional Selling

03 Needs-oriented Selling

05 Social Selling

The Selling Process

The selling process is defined as a process by which a salesperson identifies and locates the prospects, separates the prospects from the suspects, approaches them and makes a sales presentation, handles their objections and closes a sale.

(<https://www.economicdiscussion.net/marketing-2/selling-process/selling-process/32364>)

The Seven Steps of the Selling Process





Which step in the selling process poses a challenge to you?
What do you plan to do about it?

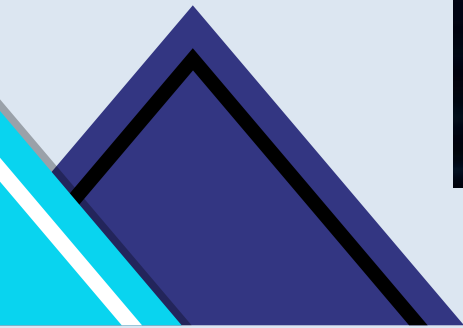


Group activity:
What are some of the
challenges and opportunities
in the biodigester sector?

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CUSTOMER TARGETING



Session Objective



By the end of the session the participants will be able to understand what customer targeting is, its importance and how to identify target customers.



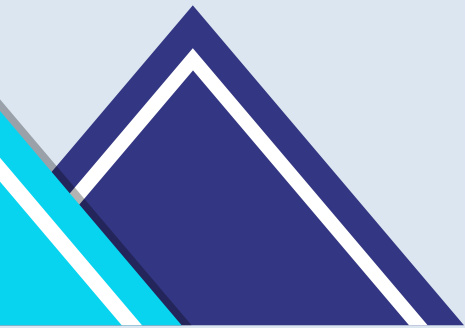
Session Content:

- What is customer targeting?
- The importance of identifying target customers?
- How to identify a target customers?



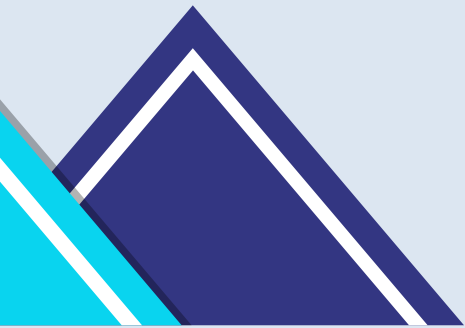
What is customer targeting?

- Customer targeting is the process of identifying and selecting specific target groups of customers that a business aims to reach.
- It involves identifying the most profitable areas to offer a new product or service;
- It is also termed as target market identification.



Customer targeting cont'd...

- It looks at various characteristics including disposable income, age, and level of education;
- It also involves analyzing customer data, segmenting the market into distinct groups, and tailoring marketing strategies to meet the needs and preferences of those groups effectively.
- For the biodigester business to succeed, it must have enough customers to buy the products or services offered;



Group work: Understanding your customer

- Identifying your target audience (farmers, households, institutions).
- Understanding customer needs and motivations:
 - What are their current waste management practices? Do they use it for production of fuel and lighting.
 - What are their biggest challenges?
 - What are their financial constraints?
- Developing customer personas (typical customer profiles).
- Market segmentation and targeting.



Group activity: Developing customer profiles.

Why Is Customer Targeting important?

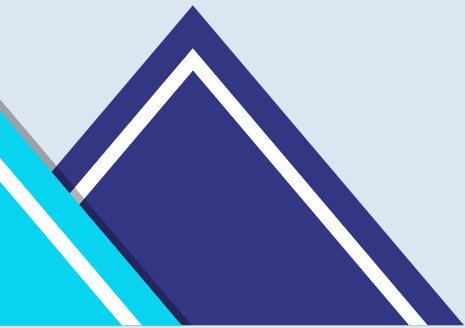
Group presentations - Points to note:

- Better determine if there are enough potential customers for the business;
- Tweak the business idea to better meet the needs of your potential customer base;
- Tailor the products and services to better meet the customers' needs and desires;
- Target the marketing efforts to reach the most promising prospects, and
- Craft marketing messages appropriately - using the right tone, language, and attitude to appeal to your best prospects.



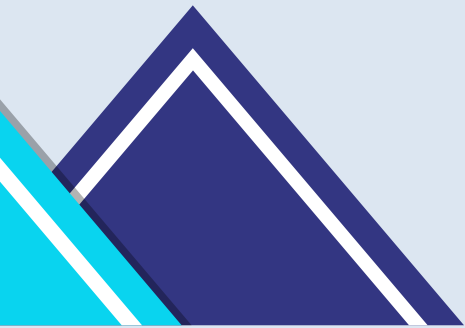
How to Identify a Target Market

- Look at your current customer base;
- Check out your competition;
- Analyze your product/service;
- Choose specific demographics to target;
- Consider the psychographics of your target;
- Evaluate your business value proposition.



Business Value Proposition

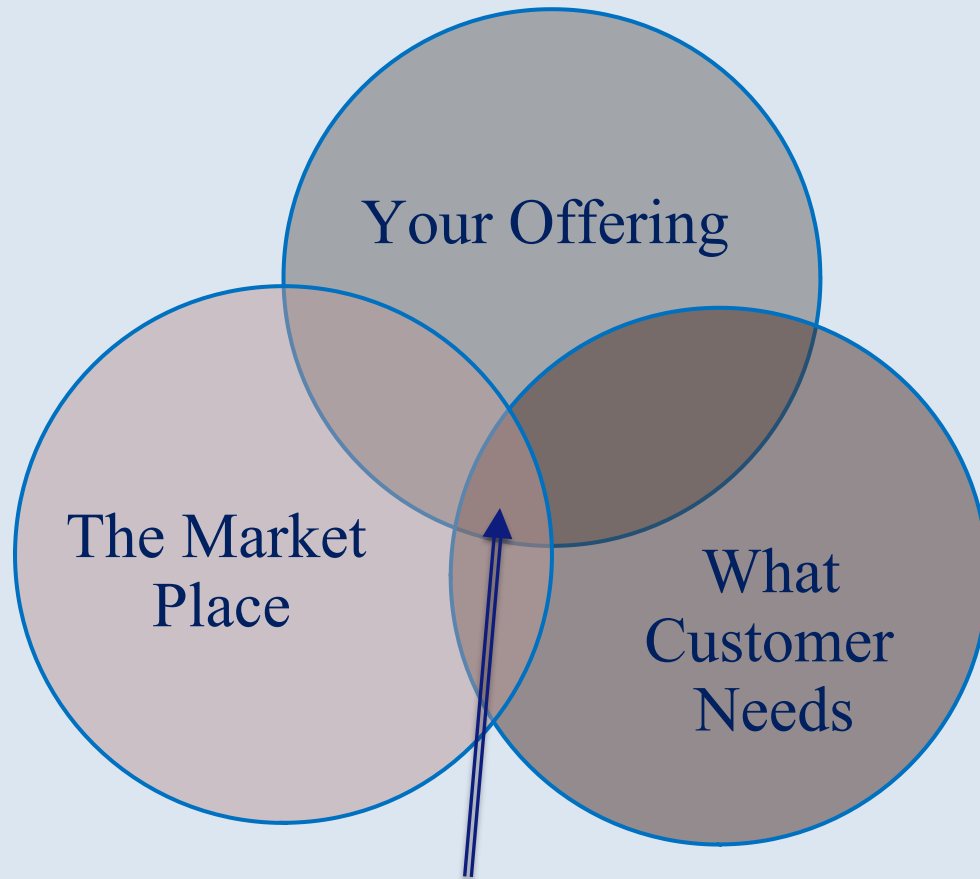
What is a Business Value Proposition?



Business Value Proposition

- ❑ A value proposition is a clear statement about the tangible results a customer will realize from using your product or services.
- ❑ It makes the benefits of your products or services crystal clear from the outset;





Your Value Proposition



Creating a Business Value Proposition

Step 1:

What customers
need?

What is important to them?

Step 2:

Differentiation

- Try and understand what has value and is unique about your business?

Step 3:

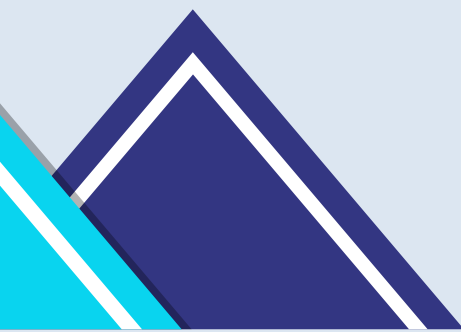
Alignment

- Get an alignment between what customers need and what your business offers

Unique Selling Point (USP)

While a value proposition is broader, encompassing the overall benefits a customer receives from a product or service, a unique selling point (USP) specifically highlights the one unique feature that sets a product/service apart from its competitors, making it the key reason why a customer should choose it over others

What is your USP as a sales agent of biodigesters?



Characteristics of a Good Value Proposition

- 1) Embedded in a great business model;
- 2) Focuses on what matters most to the customer;
- 3) Focuses on unresolved pain;
- 4) Targets pain points but does this extremely well;
- 5) Focuses on pains and gains that people will pay money for;
- 6) Goes beyond functional jobs and addresses emotional and social issues;
- 7) Aligned with how customers view success;
- 8) Differentiates from competitors;
- 9) Outperforms competition substantially on at least one domain;
- 10) Its is difficult to copy.





What are the key learning points?



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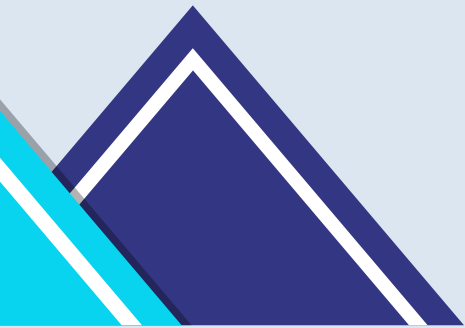
MARKET RESEARCH



Session Objective

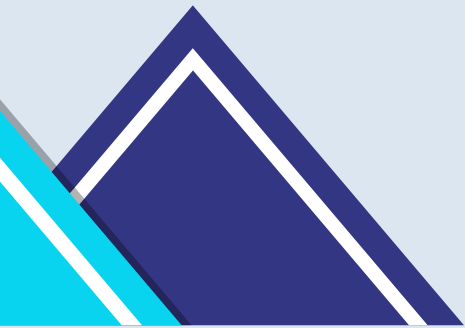


By the end of the session the participants will be able to define the meaning of market research and how to carry out market research.



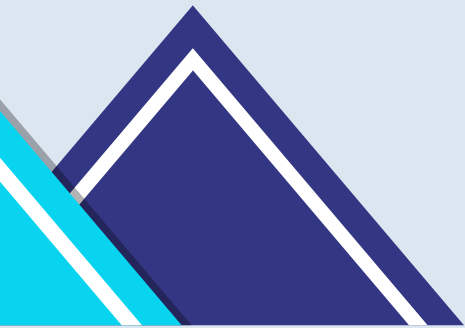
Session Content:

- What is market research?
- Understanding your customers
- What is market research?
- Why is market research important?
- How to do market research
- The 7Ps of marketing



Understanding marketing and market research research

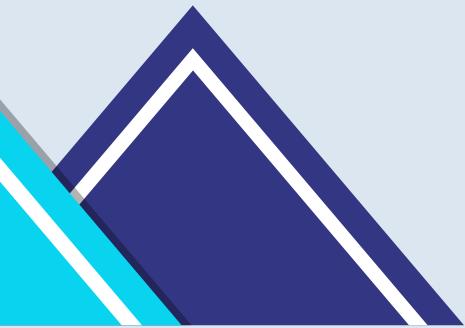
- ❑ Market research is everything you do to find out who your customers are and what they need and want;
- ❑ It involves collecting, analyzing, and interpreting information about a market, including its customers, competitors, trends, and preferences.
- ❑ Understanding customer needs enables you to align your products and services to the needs and wants of your customers.



Who are your customers?

Who are your customers?

- The people who buy from you now;
- The people you hope will buy from you in the future;
- The people who stopped buying from you but you hope to get back.



Learn about your customers and competitors

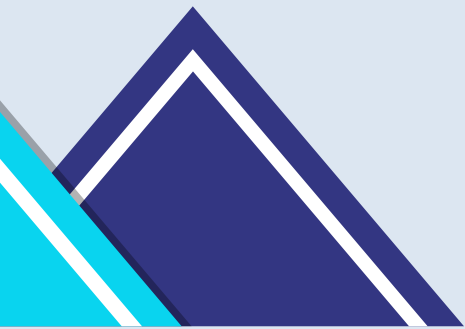
Customers buy goods or services to satisfy different kinds of needs and wants. For example, customers buy:

- ❑ Cell phones because they want communication;
 - ❑ Solar panels to charge the laptop and phone;
 - ❑ Organic food because of perceived health benefits.
-
- ❑ It is important to know as much as possible about your customers, your competitors and also finding out if there are enough customers. Finding out all this is called market research.



How to do Market Research?

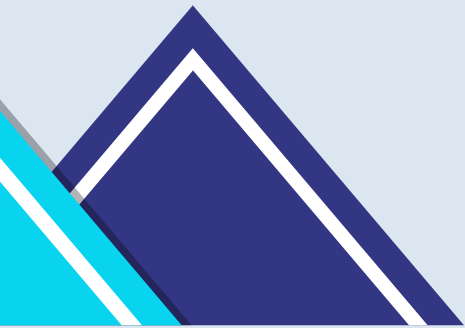
- **Market research** is very important for your business. It means getting information about your customers and competitors and finding out if there are enough customers.
- **Why is market research important?**
- All businesses need to understand their customers. Doing market research will help you to satisfy your customers needs.



Find out about your Customers and Competitors

Ask yourself:

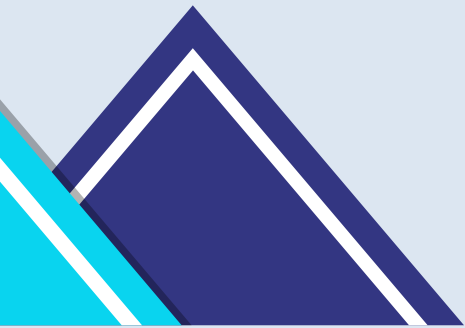
- **Which** different kinds of customers am I trying to sell to?
- **What** products or services do they want? Why do they want them?
- **What** prices are they willing to pay?
- **Where** are the customers and where and when do they usually buy?



Find out about your Customers and Competitors cont'd...

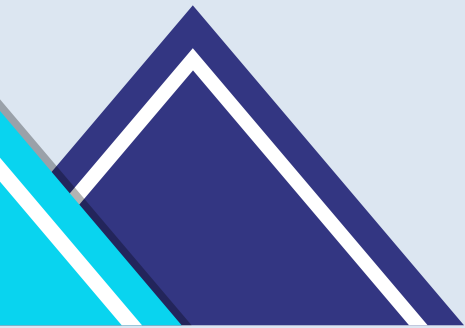
Ask yourself:

- **How** often and how much do they buy?
- **Who** are my competitors? How good are my competitors?
- **What** services are provided by competitors to attract customers?
- **How** do my competitors recruit and train their sales staff?
What do customers like about their business premises?



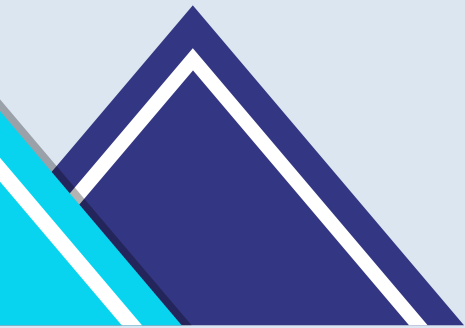
Conducting Market Research

- **Talk** to your customers. Ask them, for example: Why do they buy from you?
- **Listen** to what your customers say to each other about your business and your goods or services;
- **Find out** why some customers keep buying from your business;



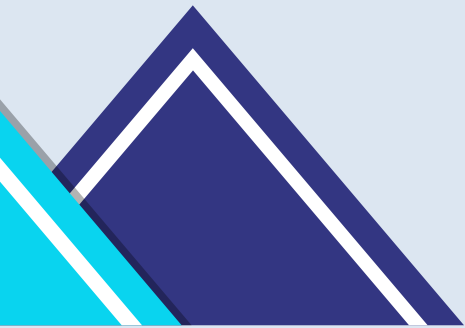
Conducting Market Research Cont'd...

- **Study** your competitors' businesses;
- **Ask** suppliers, other businesses and business friends;
- **Check** your order books, your sales records and your stock records to know which goods or services sell well;
- **Visit** websites, read newspapers, catalogues, trade journals and magazines to get information and ideas on products and services;



Case Study: MOTO SAFI BIOGAS

- In Groups of 4-7, review Case Study of Motosafi Biogas**
- What kind of solution does Motosafi need?**





What are the key learning points?



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ROUTE TO MARKET STRATEGIES FOR BIODIGESTER ENTREPRENEURS



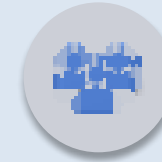
Overview of content



Objective of the Session:



Understanding different RTM strategies



Learning how to reach target customers effectively



Optimizing sales and distribution



Why It Matters:



High awareness gap about biodigesters



Need for strategic marketing



Objective of the Session

By the end of the session the participants will be able to explain different route to market strategies and apply them in their sales strategies.

Definition of a Route to Market Strategy.

A structured approach to getting a product from the supplier to the final customer.

Key Components:

- Target Market
- Sales & Distribution Channels
- Marketing Strategies
- Pricing & Financing



Understanding the Biodigester Market: Who are your customers?

Households in
rural & peri-
urban areas

Smallholder
farmers

Institutions
(schools,
hotels,
businesses)

Barriers to
Adoption:

Low awareness
&
understanding

High initial
cost/investment

Perceived
complexity



Barriers to adoption.

Low awareness
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High initial
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complexity



Route to Market Models Overview



Direct Sales
Model



Distributor
Model



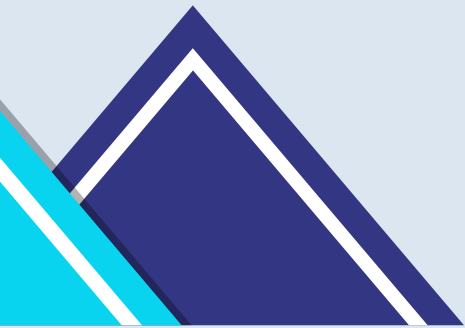
Partnership
Model



Franchise
Model



E-
commerce/Di
gital Sales



Direct Sales Model

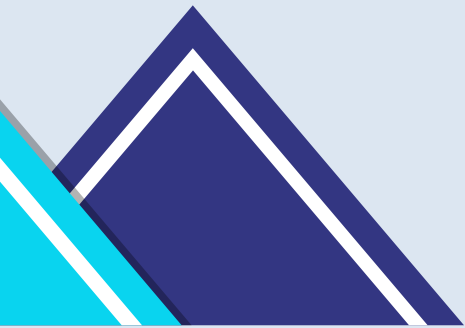
How It Works: Entrepreneurs or sales agents approach potential customers directly.

Pros:

- High-profit margins
- Control over customer interactions

Cons:

- Time-intensive
- Requires strong sales skills



Distributor Model

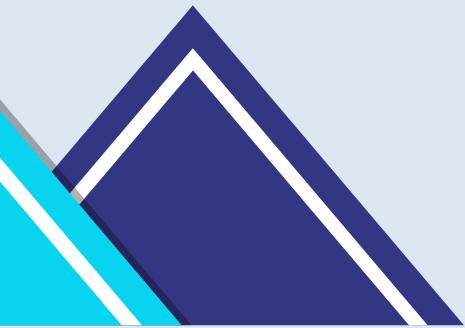
How It Works: Entrepreneurs partner with distributors/manufacturers to sell on their behalf.

Pros:

- Increases market penetration
- Leverages existing networks

Cons:

- Lower profit margins
- Less control over customer relationships



Partnership Model

How It Works: Collaborate with MFIs, NGOs, or government programs.

Pros:

- Expands access to financing
- Builds trust through partnerships

Cons:

- Dependence on partner efficiency
- Compliance requirements

Franchise Model

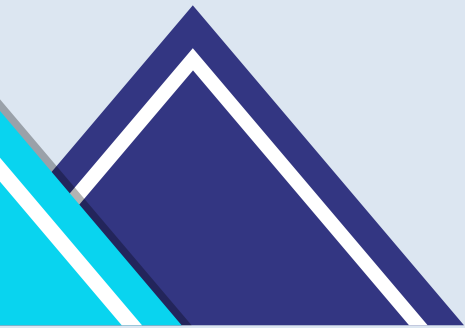
How It Works: Local entrepreneurs buy into a biodigester business model.

Pros:

- It is easily scalable
- Empowers local entrepreneurs

Cons:

- Requires investment and training



Digital Sales & E-commerce

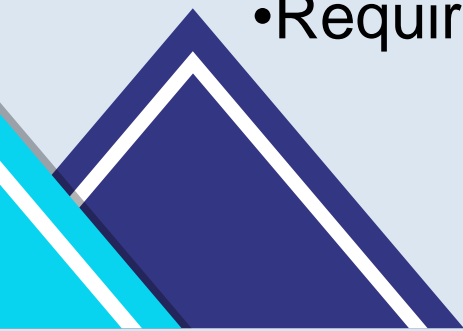
How It Works: Selling through online platforms, social media, or dedicated websites.

Pros:

- Expands customer reach
- Cost-effective marketing

Cons:

- Limited physical interaction
- Requires digital literacy



Choosing the Right Route to Market

Key Considerations:

- Target Market Characteristics
- Available Resources & Capabilities
- Competitive Landscape
- Ease of Implementation

Blended Approach:

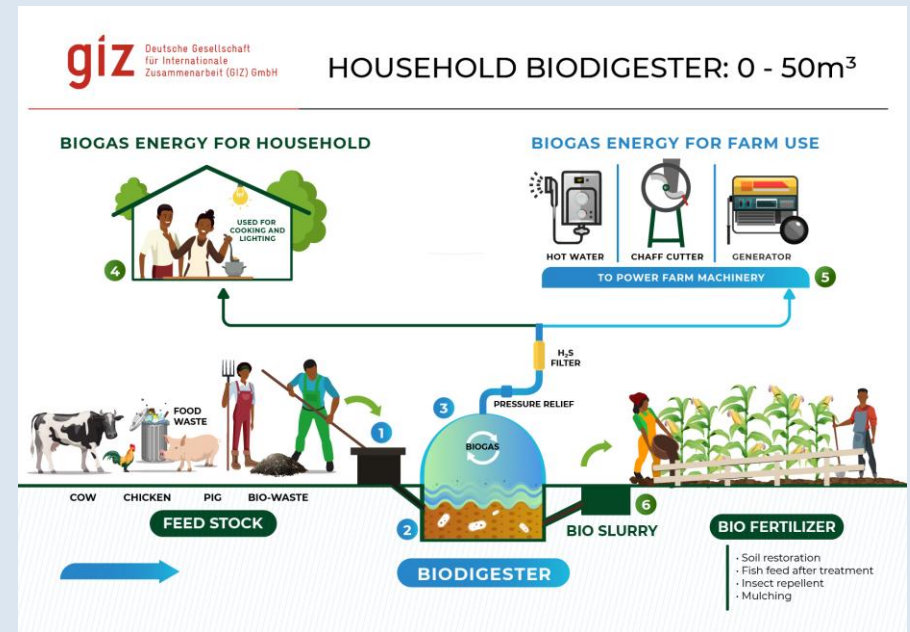
Combining direct sales, partnerships, and digital marketing





What are the key learning points?

OVERVIEW OF THE BIODIGESTER TECHNOLOGY



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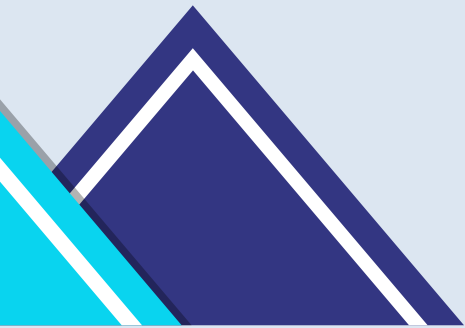


PITCHING FOR BIODIGESTER SALES



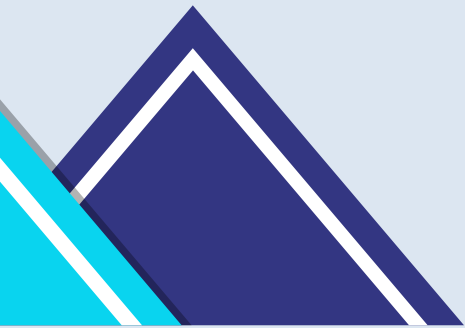
Session Objective

By the end of this session the participants will be able to define the meaning and importance of pitching in sales and marketing.



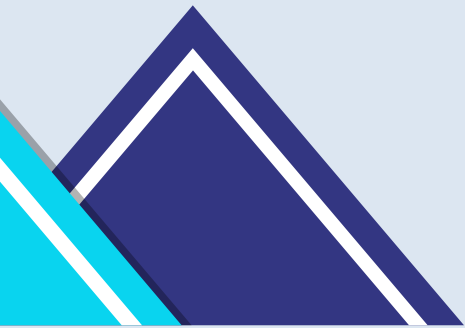
Session Content

- Definition of pitching;
- Importance of pitching in sales and marketing;
- Types of pitches in sales and marketing;
- Key qualities of a good pitch;
- How to make a good pitch.



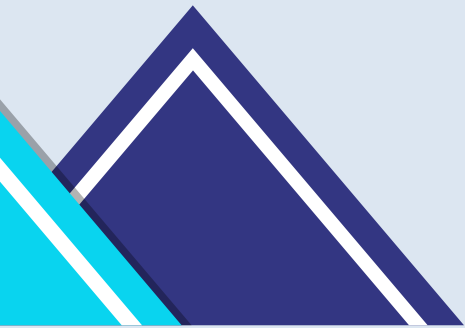
What is Pitching?

- Pitching refers to a presentation in which an entrepreneur/sales agent describes his or her **business, products or services** to a potential customer with the aim of securing business opportunities.
- It may simply be defined as a **fast and effective** way of delivering a business or marketing plan verbally with the goal of convincing others that your business, product or service is amazing and worth spending money on.



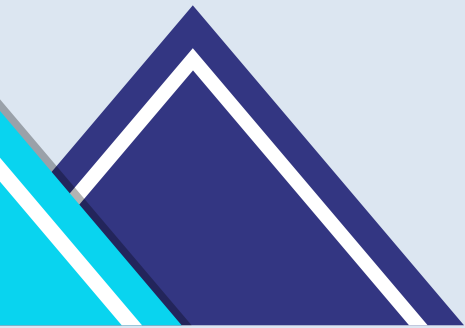
Importance of Pitching

- It enables one to take advantage of limited opportunities to engage with potential investors or clients. A well rehearsed elevator pitch is powerful marketing tool to have especially when a rare opportunity presents itself to engage with a major investor briefly;
- A good pitch instills confidence in potential investors or clients with regards to the credibility and potential of your business and yourself;



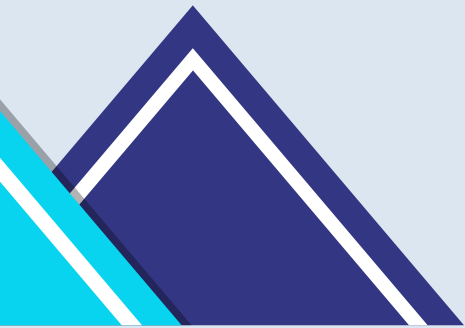
Importance of Pitching cont'd

- Pitching is a cheaper, faster and in some ways a more effective form of marketing than advertising;
- Pitching enables you to add a personal touch to your business plan/proposal which is more appealing to the human nature of investors than hardcopy or softcopy documents.



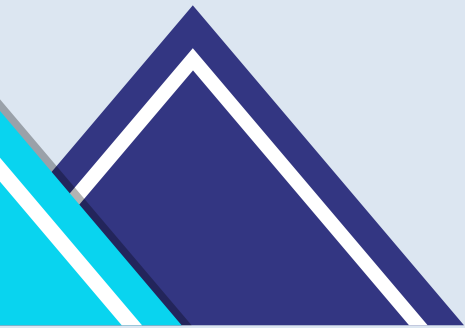
The sales pitch structure

- Opening: Grab attention and establish rapport.
- Needs identification: Ask questions and listen actively.
- Value proposition: Clearly articulate the benefits of biodigesters.
- Feature-benefit selling: Connect features to specific customer benefits.
- Social proof: Use testimonials and case studies to build credibility.
- Call to action: Clearly state the next steps.



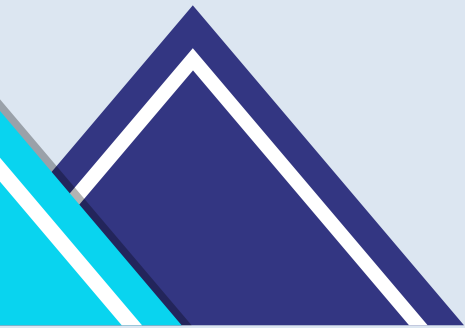
Tips in pitching

- Crafting a compelling opening statement.
- Practicing the sales pitch.
- Providing constructive feedback.



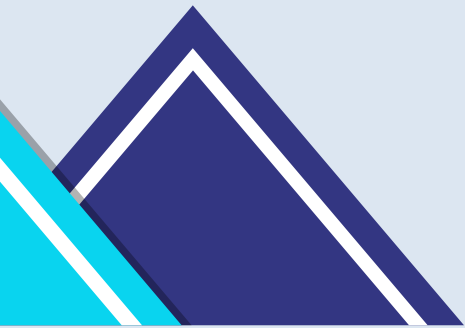
Types of Pitches

- **Business Plan Pitch:** This refers to the short presentations entrepreneurs to attract customers, investors, financiers and business partners.
- It can usually take around 20-30 minutes on average and can be done using a variety of methods: verbally or visually using charts or LCD projection.



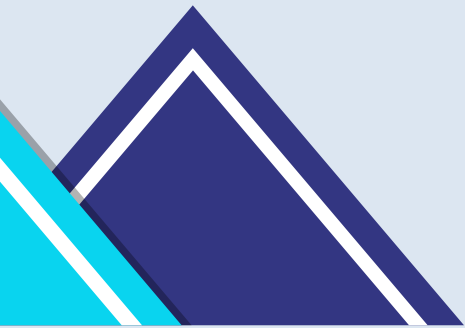
Practice your pitch presentation:

- **Practice makes perfect, endeavor to practice doing your pitch as regularly as possible.**
- Tailor your pitch to address specific concerns and needs of your listener, making adjustments based on the feedback you receive; this includes practicing your body language, tone of voice, and ability to handle potential questions or objections.



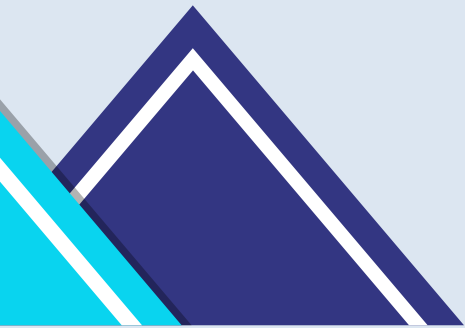
Types of Pitches

- **Elevator Pitch:** An elevator pitch is simply a very short pitch(2-3mins) that distils the business idea into a short summary that takes only as long as a short elevator ride.
- It can be a very powerful marketing tool you can use in any situation, from a meeting or networking event to an elevator ride.

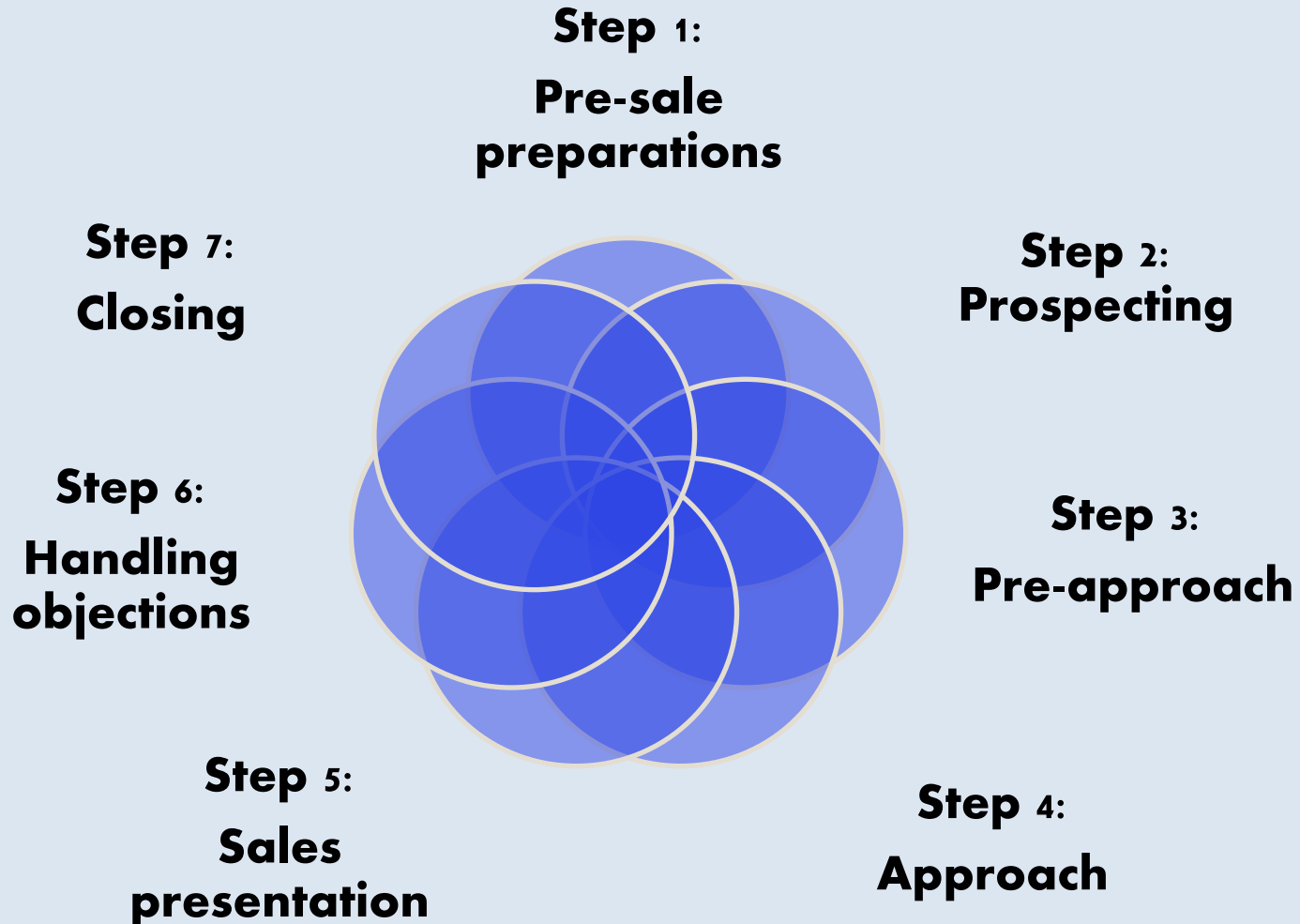


Handling Objections in Sales Common objections include:

- ❑ Cost of the biodigester.
- ❑ Maintenance requirements.
- ❑ Space constraints.
- ❑ Concerns about safety.
- ❑ Lack of awareness



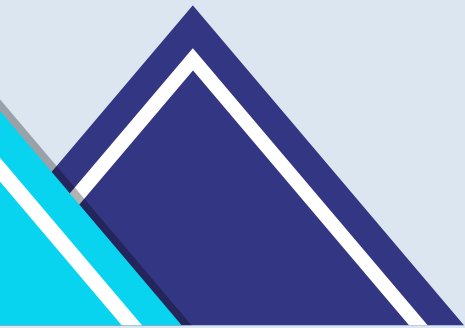
The Seven Steps of the Selling Process



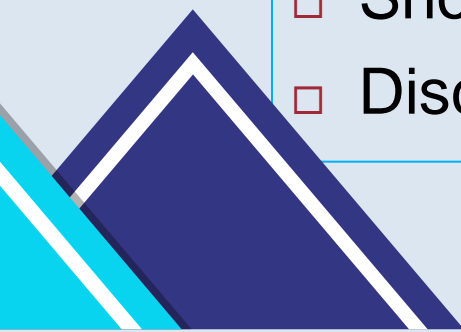
Techniques for handling objections

- Acknowledge and empathize.
- Ask clarifying questions.
- Provide factual information and evidence.
- Focus on the long-term benefits.
- Offer solutions and alternatives.

Role-playing: Handling objections.



Closing Sales Techniques

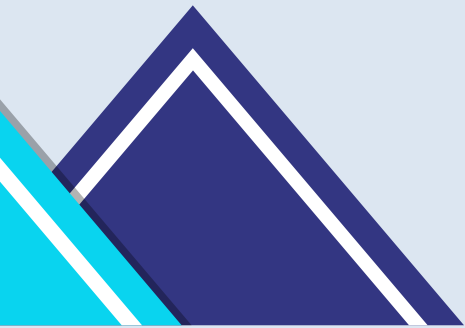
- ❑ Closing by making an assumption.
 - ❑ Creating a sense of urgency
 - ❑ Build a professional trust and riding on it.
 - ❑ Make it now or never
 - ❑ Summarise the points then ask when they'd like it get started.
 - ❑ Offering a discount but less attractive option
 - ❑ Give something for free without compromising price or quality
 - ❑ Showing empathy for the situation
 - ❑ Discuss the opportunity cost.
- 

Closing the deal and follow-up

- The summary close – brief summary of key point
- The assumptive close – assume the customer is going to buy
- The question close – ask a strategic question to guide the customer towards the sale

Importance of follow-up

- Building relationships.
- Providing support and training.
- Asking for referrals.





What are the key learning points?



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giz Deutsche Gesellschaft
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DEVELOPING A SALES ACTION PLAN FOR BIODIGESTERS

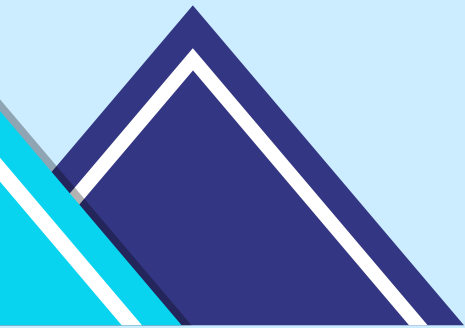


Key Steps in a Sales Action Plan

- 1. Market Analysis– Identify target customers, assess demand, study competitors.**
- 2. Set Sales Goals – Define targets and revenue expectations.**
- 3. Engage Customers – Use marketing, community awareness, and financing options.**
- 4. Sales Channels – Leverage partnerships, distributors, and direct sales.**
- 5. Execution & Monitoring – Assign roles, track progress, and adjust strategy.**

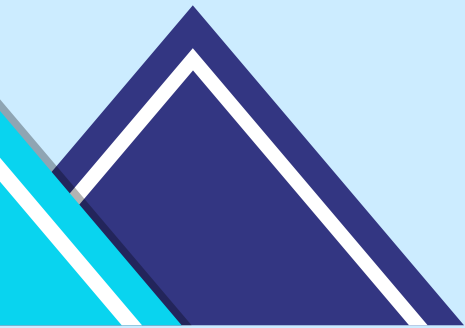
INDIVIDUAL ACTION PLAN TEMPLATE

Introduction to the individual action plan template



SALES TRACKER

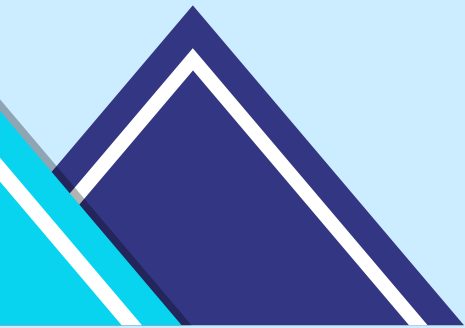
Introduction
to the sales
tracker.



SALES MONITORING TEMPLATE



Introduction to
the sales
monitoring
template





Thank you.
What are the key learning
points?



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