

## Franchisee Guide for Sales Agent Slide Deck

**Usage by:** Jibu Franchisee/Current Jibu Sales Agent

**Audience:** 1-2 Sales Agent Hires

**Purpose:** This document will serve as a guide for you to lead the newly hired Jibu Sales Agent through the “Sales Agent Intro” slide deck. This presentation is to be given sometime after the new hire has engaged in the “Employee Intro Slide Deck”. This presentation gives the new employee a more in depth look into the purpose of the job and how to excel in their new position. This guide highlights the key points of each slide in addition to all necessary anecdotes that need to be conveyed to the participant.

**Directions:** Familiarize yourself with this guide prior to your presentation and have it available during the presentation, you will need to refer to it while conducting your presentation.

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**Slide 1:** Introduction slide

- 1) Welcome all the employees and convey that this presentation will give a more in depth explanation of their position and its functions.

**Slide 2:**Background

**Slide 3:** What is the Sales Agent Guide

Key Point: Explain the role of the Sales Agent guide.

Roles of the Guide:

- 1) Introductory and Guidance Text
- 2) Field Reference Manual
- 3) Explanatory Tool for Potential Customers
- 4) Policy and Organizational Resource

**Slide 4:** Who are Sales Agents?

Key Point: The primary function of this job, and most effective way to sell the most water is through educating the consumer first, and building trust around the brand. DO NOT start relationship off by trying to push Jibu products on them.

Understand their needs and concerns regarding their current situation.

- 1) **Awareness Raiser:** The primary job of a Sales Agent is to raise awareness for Jibu’s mission and build community trust around the Jibu brand.
- 2) **Educators:** Use education and questioning to inform people why Jibu is necessary.
- 3) **Trust Builders:** You will be the face of the franchise so be sure to build and initiate trust with the customer.
- 4) **Customer Managers:** You must have high quality interactions with customers and provide them with a pleasant experience.

**Slide 5-6: Jibu Customers**

Key Point: Jibu's target customers are those who are currently boiling their water before consumption.

- 1) Jibu's target customer is the middle class (70% of population).
- 2) Most of these customers will need to be reached at their homes during the marketing phase.
- 3) Jibu's target customers are not the upper class currently consuming bottled water.
- 4) The main competitor of Jibu is boiling water.

**Slide 7-8: The 5 Reasons People Love Jibu**

Key Point: This is why people love Jibu, and you should focus on these points when speaking with potential customers.

- 1) Price
  - Jibu's affordable prices are obvious
  - Prices are pegged to compete with boiling
- 2) Quality →
  - Government certification
  - 3-Stage Ultra Filtration Process
  - USA technology
- 3) Experience
  - Clean and inviting storefront
  - Proactive customer service
- 4) Packaging
  - Products have the ability to be dispensed directly from bottle
  - Jibu provides an aspirational product not previously available
- 5) Convenience
  - Jibu franchises centrally located and highly visible
  - Delivery option available for all customers

**Slide 9: Jibu vs Alternatives**

Key Point: Jibu is currently the best safe water solution currently available when compared to boiling and other bottled water providers.

**Slide 10: How is the Jibu Price is Possible?**

Key Point: The Jibu price is low due to three major factors

- 1) Direct Sales to Consumer: This avoids a retailer markup
- 2) Localized Processing: No distribution markup, allows direct sales
- 3) Reusable Bottles: Only play for plastic 1 time

**Slide 11: Jibu Products**

Key Point: Jibu has a wide selection of products for different types of consumers and their needs.

### **Slide 12-13: Technology**

Key Point: Water goes through a four step process before being ready for consumption.

- 1) Water first enters a prefilter before entering the ultra filtration membrane.
- 2) Water is then pushed through the Ultra filtration membrane in which 99.99% of all viruses and bacteria are blocked.
- 3) The carbon filter is then used to remove any odors or bad taste that may be in the water.
- 4) The polishing filter blocks any pieces of carbon that may have broken off in the last filter.
- 5) Low concentration chloramine is injected to preserve the water and ensure safety.

### **Slide 14: The Water Cycle**

Key Point: Water can be contaminated at many points during the entire water cycle. (Red Stars)

### **Slide 15: End Use**

Key Point: Water is contaminated well before it reaches the tap.

- 1) Most National water is not safe to be consumed directly from tap.
- 2) Water becomes contaminated in faulty transportation pipes and at the usage/ collection site.
- 3) Pollution at the collection site occurs from human defecation and other sources of pollution.

### **Slide 16: Dangers of Boiling**

Key Point: The common practice of boiling water is not completely effective in purifying water for human consumption.

- 1) Boiling water does not effectively remove larger abiotic material.
- 2) Water must reach 100 degrees Celsius for 10 minutes in order to kill all bacteria.
- 3) The container used to collect the water during/after boiling may be contaminated.

### **Slide 17: Costs of Boiling**

Key Point: The practice of boiling is costly in many different ways.

- 1) Cost of buying charcoal adds up.
- 2) Costs of medical bills from inhaling smoke during boiling can be very costly.
- 3) The time that boiling and cooling water takes up is costly in itself.
- 4) The time to collect charcoal and water is also costly.

## Pt. 2- The Selling Process

### Slide 19: How do I use this Knowledge?

Key Point: In order to generate interest and get potential customers to think about switching to Jibu, you must ask them questions regarding their current water use.

- 1) Where do you get your water?
- 2) Is your collection container sanitized and safe?
- 3) How much do you spend on charcoal per week?
- 4) Do you know what temperature your water must boil to to ensure it is safe?
- 5) Who boils your water?
- 6) How do you know your water has reached 100 degrees Celsius and is safe to drink?

### Slide 20: Marketing vs Sales

Key Point: Marketing and sales are two different functions that will be performed both independently and in conjunction with one another, depending on the situation.

- 1) Marketing is about reaching a large audience and making a buzz. You want to get everyone to know what Jibu is and want it.
- 2) Sales is a more intimate function and customer focused. Sales will take longer and be harder, but it will give the customer more of a sense of what Jibu is.

### Slide 21: Marketing Strategies

Key Point: There are many different ways to increase the awareness of Jibu

- 1) Ask yourself: What local events can I promote Jibu at, how will my marketing campaign portray my franchise?
- 2) Talk to customers about their ideas.
- 3) Improve your signage and customer knowledge
- 4) See the manual for some ideas.

### Slide 22: The Marketing & Sales Process

Key Point: The two functions play into one another; marketing first, sales second

- 1) Marketing: Educate and reach potential customers, initiate brand relationships, and introduce and raise awareness of Jibu mission.
- 2) Sales: Understand the customer specific needs and problems, ask/answer questions, present Jibu products and influence decision making process.

### Slide 23: Sales Channels

Key Point: There are a number of different ways in order to sell as much water as possible.

- 1) Door to Door: The most effective way to educate, create dialogue, and build a relationship with potential customers.
- 2) Community Selling: Leverage your relationships with community leaders to promote Jibu through public forums.
- 3) In-Store: Must be able to accurately convey the Jibu mission to all customers who enter the store.

#### **Slide 24: Door to Door**

Key Point: This activity will prove to be the most effective at generating sales for your franchise!

- 1) Most common activity that you will engage in
  - a. Effective way to raise awareness and initiate relationship with customers.
- 2) Act primarily as an educator
  - a. Ask potential customers regarding common water practices, and educate them the dangers.
- 3) Approach
  - a. Be sure to not approach initially with a sell, but rather engage in a conversation about their needs and concerns.

#### **Slide 25: Community Selling**

Key Point: Utilize your current relationships to sell Jibu products

- 1) Leverage your current relationships with you associations, family, and friends.
- 2) Meet with community leaders and introduce them to Jibu's products and mission.
- 3) Gain the trust of these leaders to access the greater community.

#### **Slide 26: In Store**

Key Point: Always be welcoming and inviting to all customers who enter the store.

- 1) Always greet customers upon entering storefront.
- 2) Offer them a sample if they have never tried Jibu before.
- 3) Answer any questions they may have.

#### **Slide 27: Engaging Customers in the Field**

Key Point: Engage in a meaningful and memorable dialogue with potential customers.

- 1) Introduce yourself and make sure your customer sees you as trustworthy.
- 2) Mix up your pitch by asking questions and sharing information.

- 3) Introduce them to Jibu's mission and goal to help the community.
- 4) **Understand your customer's needs!**

### Slide 28: Organization

Key Point: By staying organized throughout the process you will reduce the amount of effort and be more successful.

- 1) Recording information on every interaction you have in the field is essential to increasing the Jibu customer base.
- 2) You must right down the following information:
  - a. Name & Title
  - b. Phone Number
- 3) Address, Date Visited
  - a. Follow up Date
  - b. Any notes/comments
- 4) Exercise: Practice writing down potential customer information

### Slide 29: Jibu Customer Lifecycle

Key Point: Most customers will not buy automatically, there is a general process that you are integral to.

### Slide 30-31: Sales Recording

Key Point: All Sales Agents must keeps detailed records and notes of all their interaction in the field. This is key to increasing sales and collecting customer feedback.

- 1) Recording information on field interactions is essential to increasing the Jibu customer base.
- 2) You must record: Name &Title, Phone Number, Address, Date Visited, Follow up Date, and notes/comments.

*Exercise:* You as the presenter should now role play with the trainee(s). Act as if you are having a first time interaction and have them record the necessary information in their notebook. After they think they are done, have them share which notes they have recorded and asses whether or not they have done so correctly. Be sure to include common objections or concerns that they will log under the comment sections, as well as providing them with a follow up date. If there are multiple participants, provide each person with different content, have them present their work after all have gone through role play. **Do not go onto slide 32 until activity is completed.**

### Slide 32-33: Sales Policies

Key Point: All employees must operate according to the following policies

- 1) Appearance: All Water Promoters must wear their Jibu shirt or business casual attire when out in the field.
- 2) Customer Treatment: All community members must be treated with respect regardless of race, sex, gender, and sexuality.
- 3) Product Consistency: All customers pay the same price established by Jibu corporate.
- 4) Sales Territories: All Water Promoters must not actively try to sell outside of their franchises zone. This creates unneeded conflict when franchises are supposed to work together as a team
- 5) Receipts: All Jibu customers must be given a receipt for their purchase in addition to entering their information into Salesvu.
- 6) Customer Credit: All employees should avoid allowing customers to purchase water on a credit basis. Following up on credit is expensive and difficult.

**Slide 34: Sales Kit**

Key Point: All Sales agents should carry their Sales Kit with them when they are out in the field in order to aid their marketing/sales efforts

- 1) Backpack: Used to carry all components in the kit.
- 2) Sample Bottles: Used for sales on the spot in order to show Jibu's quality directly.
- 3) Notebook: Used to take notes of all customer interactions.
- 4) Receipt Book: All customers must be given receipt after their purchase.
- 5) Pens
- 6) Sales Agent Training & Development Guide
- 7) Professional Button Down
- 8) Change for Customers