

## **Sales Script**

### **General Process:**

- Lead Gen
- Engagement
- Qualifying
- Building Value
- Overcome Objectives
- Close
- Follow Ups

### **Lead Gen**

- Approach potential client
- Ask if they would be keen to have a chat
- Hi I'm [insert name] and I'm from Project Everest. *\*Point at logo\**. How are you?
  - Have you heard of us before... (if yes, potentially shortcut to 'value proposition')
- We'd love to have a chat with you for about 10 minutes is now a good time for you? (If face to face sales)
  - If yes: proceed to next step
  - If no: politely close conversation and try to reschedule with contact details

### **Engagement**

- Intro: "We're from Project Everest, we're a company from Australia that is trying to solve social issues through social enterprise (or building good business, for ease of translation), we've also been around Dili for the past two years talking to many farmers and community members about their problems"
- "We understand that some of the main problems are to do with pests, diseases and poor soil which leads to disappointing yields?"
  - **Yes?** Much of our academic research has shown that the average farmer in Timor loses as much as \$500USD from pests and diseases as well as poor soil which leads to smaller harvests, have you ever considered ways to mitigate and prevent these losses?
    - **Yes?** Awesome, that's what we're here to help you with, and in addition to that, to help you actually maximise your yields... Have you used or seen one of these (Soil Sensor, move onto qualifying
- - Is this your farm?
    - If yes, move onto qualifying but also maintain engagement to get as much information

### **Qualifying**

- Qualifying customer in an indirect manner to ensure they are a viable customer for the product
  - What do you do for work?
  - Do you know any farmers?
  - **If they farm:**
    - Do you just farm to feed your family or do you sell to the community?
    - How/Where did you learn to farm?
  - “We understand that some of the main problems are to do with pests, diseases and poor soil which leads to disappointing yields, have you any experience with that?”
    - **Yes?** Much of our academic research has shown that the average farmer in Timor loses as much as \$500USD from pests and diseases as well as poor soil which leads to smaller harvests, have you ever considered ways to mitigate and prevent these losses?
      - **Yes?** Awesome, that’s what we’re here to help you with, and in addition to that, to help you actually maximise your yields... Have you used or seen one of these (Soil Sensor, move onto building value section for Sensor) (Problem sell... frame as a problem then offer the solution)
      - **No?** *Some variation of the above may also work here*
  - **No?** Well fantastic, how does improving the overall quality and quantity of your farm sound?
    - **Yes sweet!** we can help you do this by giving you a better way to access information and advice about (Move onto building value) (Opportunity sell)
    - **No** customer disqualified...
  - We’re also investigating if smartphones are an effective way to deliver this... Do you have a smartphone yourself?
    - If **yes:** Can we see?
    - If **no:** do you have any friends who may use phones? (find leads)/ That’s also alright, we’re trialling how we can still deliver a basic advice service with a basic cellphone as well and one of our sensors

**note\*:** Prompts and scripts from Lead Gen to Qualifying is very flexible and doesn’t suggest a linear progression. Go back and forth or improvise as necessary

### ***Building Value (bit of crossover with qualifying stage)***

- (Why -> How -> What -> Credibility -> Functionality)
- **Why:** Project Everest and our project FarmEd, seeks to empower/assist/help farmers to better provide for themselves, their families and the community

- **How:** We can do this by connecting farmers with the knowledge they need to better manage their farms and providing the tools to do so.
- **What:**
  - 1) To do this we have developed a simple and 'easy to use' app, called Govi Nena, usable through any basic smartphone that delivers real-time advice to farmers helping to overcome challenges and helping to maximise/optimize or expand their crop yields.
  - 2) We are developing a service whereby you tell us what your soil is like and we can respond with personalised advice through your phone, which is both convenient and efficient. After a while, this service will be replaced by a fully developed phone app that can run on any Android smartphone and delivering even better advice and services to the user.
- **Credibility:** Our service and solution Farm Ed, has already gathered the interests of many farmers in and around the Dili area *as well as the Coffee Collective Timor and Kmanek Supermarkets* who believe that this product will improve their business and farming produce. We've consulted widely with farmers such as yourself as well as other community members such as market sellers and customers to really understand the problems that farmers face and to make sure that our product can best deliver the results that we promise.
- If that sounds good to you, we'd like to show you the app/sensor so far (dependent on if we have the app)
- **Walk through functionality...**
- **The App**
  - Use the following script structure but appeal to specific customer problems and answer their questions, always linking back to value
    - Feature list:
      - pH levels → which pH the crop grows best in (may have to explain)
      - Soil suitability for particular crops
      - Crops suitable to location
      - Duration of crop growth time before harvest
      - Growing temperature
      - Drought tolerance (dry season)
  - Emphasise that there is a feedback mechanism as we will be constantly looking to improve and update the app
    - Especially that we are always seeking input from the farmers about how to better deliver service
  - Explain the subscription based model
  - "This app would definitely help you and your farm would you like to start with the 6 month subscription for \$6 or the yearly subscription for \$10?"
    - Emphasise that this is a long-term investment and push for the yearly subscription over the 6 month
- **The Sensor**
  - First, are you aware of the importance of measuring and keeping records of your soil's pH, moisture and light levels throughout the seasons?

- **Yes?** Awesome, what do you do with the data once you've collected it?
  - **An extension worker comes and analyses it for me and gives me advice** Sweet, is that process often time-consuming/unreliable/frequent enough? Our Farm Ed solution is designed to make this process much more convenient and simple for you. (If positive, move onto next step. If negative, aim to get more feedback e.g. who are the extension workers from, what is the process like, have you seen results etc)
  - **I don't know what to do with it usually** Thats okay, thats what we're here for (add some more feedback questions e.g. where they got their sensor from etc)
- **No?** Explain value of measuring your soil, refer to AG [guide](#) for help. Emphasise that it is important to know what your soil is best at growing or alternatively, how to change your soil in order to grow what you want or need.
- Instruct how to use the [sensor](#)
- If you'd like to purchase one, they're only \$6 today.
  - **Yes** Awesome, (initiate sensor sale [SOP](#)) We've also got the Farm Ed app in development at the moment which will eventually take the place of the SMS/[Facebook](#) service once its launched. Today we are rewarding our early adopters with a special deal which gets them X months of the subscription [free](#). Would you like to do a pre-sale deposit? (refer back to Farm Ed app value building up top)

### Overcome Objections

- *No empty promises/Don't say yes to everything/Agree with objection, but work for a solution*

Potential Objections	Handles
The farmer not trusting us due to the other NGO's delivering false promises to the farmers.	Respond by saying that Project Everest is a business and not delivering empty promises to the farmer. Also ensuring that if we don't deliver then they get thier money back and a free incentive to ensure they gain our trust.
Why is the app in English	Explain that we are working very hard to get a working Tetum version running asap. (if in need of further reassurance) Worst

	case scenario is a delay in the delivery of a Tetum version
How can this benefit me as a farmer	Re-iterate value proposition talking points
Why is the FarmEd app so expensive (or any hesitation to do with price point and payment plan)	Explain to them that Project Everest has to pay for the operations to develop the app. Also that despite the price, the app is worth the value as they will be getting a good deal in the form of agricultural advice.
I'm unfamiliar/not good with technology	Explain that the app is really simple and intuitive to use and that becoming familiar with it will take no time. Also the app will have a support function and a facebook group where you can ask questions
I don't have a farm big enough to justify this purchase,	So the app doesn't really have an ideal farm size in mind, its purpose is just to help what you do what you do even better. It does that by helping you manage your resources through (refer to functionalities etc) which will save you time and work in the future.
I already have good farming techniques why do i need this app?	Wonderful! (add compliment to soothe ego) Even the best farmers encounter new problems and challenges. This app is designed to help you meet and overcome those challenges and will be constantly updated with the latest agricultural knowledge available
I don't have reliable access to the internet	Delivering an offline function is the highest priority for the app's development team right now. In the meantime, when you do have better reception, you can record results and advice whilst online (suggest to screenshot or note take etc.)

**Close**

- *Do you want the 6-month deal or the 12-month deal*
- *When do you want to purchase the app*

**Follow Ups**

- Feedback on the Farmed app
- “We’d love to keep in contact with you to check in with how you’re going with the app and any feedback you may have for improvements, do you mind if we take down some contact details?”
- Do you mind if we ask you a few additional questions just to make sure we have everything we need? (refer to survey form available or as necessary)